

Journalism and Media Studies

In the College of Professional Studies and Fine Arts

OFFICE: Professional Studies and Fine Arts 361
TELEPHONE: 619-594-5450 / FAX: 619-594-6246
E-MAIL: jmsdesk@mail.sdsu.edu
<http://jms.sdsu.edu>

Faculty

Emeritus: Broom, Brown, Buckalew, Hartung, Martin, Odendahl, Spevak

Director: Borden

The Lionel Van Deerlin Professor of Communication and Public

Policy: Eger

Professors: Borden, Dozier, Eadie, Lauzen, Mueller, Wulfemeyer

Associate Professors: Davis, Zhong

Assistant Professors: Sha, Ward

Lecturers: Lockwood, McBride, Ulrich

Offered by the School

Master of Arts degree in communication with specialization in:

Mass communication and media studies.

Major in journalism with the B.A. degree in liberal arts and sciences.

Major in communication with the B.A. degree in liberal arts and sciences:

Emphasis in advertising.

Emphasis in public relations.

Specialization in media studies.

Minor in advertising.

Minor in journalism.

Minor in public relations.

The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, about which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

General Information

The School of Journalism and Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to social justice, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media. The school's curricula reflect these very important themes. Students are required to take a set of core classes in global communication and technology, ethics and law, and research methods for professional communicators. They also complement their in-class work with internships and service-learning projects in the community. Programs within the school prepare students for careers in advertising, journalism, public relations, and other media industries, as well as for jobs in a technologically driven workforce landscape whose future media forms cannot be predicted. The School of Journalism and Media Studies also prepares students to enter careers as analysts, producers, and editors of media content in government and private industry, as well as for graduate education in a variety of disciplines and the law.

Impacted Programs

Programs in the School of Journalism and Media Studies are impacted. Students must enter the university under the designated major code for the selected program. To be admitted to the selected program, refer to the program description for specific impacted criteria.

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs Web site was created to help students navigate the course requirements for their majors and to identify which General Education courses will also fulfill a major preparation course requirement.

Journalism Major

With the B.A. Degree in Liberal Arts and Sciences

(Major Code: 06021)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multimedia environments. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as professional communicators. Courses focus on the basic elements of factual and analytical writing, editing, producing, designing, history, communication law and theory, and responsibility of the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and online electronic publishing.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

Impacted Program. The journalism major is designated as an impacted program. To be admitted to the journalism major, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the journalism major. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

JMS

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 300, 310W, 375, 420, 470, 489, 494, 550; three units selected from Journalism and Media Studies 315, 430, 445; and six units selected from Journalism and Media Studies 315, 425, 430, 440, 441, 445, 490C, 529. A minor is required with this major.

Communication Major

With the B.A. Degree in Liberal Arts and Sciences

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." Selecting the B.A. degree in liberal arts and sciences requires meeting the language requirement. To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). No more than 48 units in journalism and media studies courses can apply to the B.A. degree in Liberal Arts and Sciences.

Lower division preparation for the major courses may be satisfied by comparable courses in community colleges or other institutions with which the university has articulation agreements.

Emphasis in Advertising (Major Code: 06041)

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Impacted Program. The advertising emphasis is designated as an impacted program. To be admitted to the advertising emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the advertising emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 460, 461, 489, 494, 560, 565; three units selected from Journalism and Media Studies 300, 440, 480; and six units of upper division coursework in Journalism and Media Studies.

Allied Discipline. Students selecting the advertising emphasis are required to complete a minor in one of the following departments or nine units of approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See school for list of approved courses.

Emphasis in Public Relations (Major Code: 05992)

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Impacted Program. The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and six units of upper division coursework in Journalism and Media Studies.

Allied Discipline. Students selecting the public relations emphasis are required to complete a minor in one of the following departments or nine units of approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See school for list of approved courses.

Specialization in Media Studies

Impacted Program. The Media Studies Specialization is an impacted program. To be admitted to the Media Studies Specialization, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Preparation for the Major. Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. (12 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Passing the Writing Proficiency Assessment with a score of 10 or above or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include Journalism and Media Studies 375, 408, 412, 450, 489, 492, 494; nine units selected from Media Studies topics courses: Journalism and Media Studies 300, 409, 410, 440, 460, 475, 480, 505, 506, 574, 591, Professional Studies and Fine Arts 330, Television, Film and New Media 430; and six units selected from Discovery of the Media courses: Africana Studies 465, American Indian Studies 435, Asian Studies 530, Chicana and Chicano Studies 400, Communication 580, 592, English 493, European Studies 424, 527, Gerontology 370, History 435, Psychology 344, 442, Public Administration 475, Religious Studies 364, Television, Film and New Media 363. A minor is required with this major.

Advertising Minor

(Minor Code: 06041)

The minor in advertising consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 460, 461, 560, 565. Admission to the advertising minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 2.75 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Journalism Minor

(Minor Code: 06021)

The minor in journalism consists of 21 units to include Journalism and Media Studies 200, 220, 300, 310W, 420, 494, and three units selected from Journalism and Media Studies 315, 430, or 445. Admission to the journalism minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 2.75 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

JMS

Public Relations Minor

(Minor Code: 05992)

The minor in public relations consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 480, 481, 489, 585*. Admission to the public relations minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 2.75 in these courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

* Communication 581 prerequisite waived.

Latin

Refer to "Classics" in this section of the catalog.