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Community Journalism Credential: Associate in Applied Science Degree A3015000

The Community Journalism curriculum is designed to prepare graduates for employment with organizations that emphasize mass communications via print media. The objective is the development of generalists and specialists whose goal is to work at small daily or weekly newspapers.

Students will complete courses designed to develop proficiency in news writing, reporting, writing features, reviews, and editorials, photojournalism, editing, and newspaper production. Additional study will include computer and Internet technology, basic and advanced composition, and a study of societal issues.

Upon successful completion of this program, graduates should gain the necessary practical skills and related technical information to qualify for employment or advancement in the field of community journalism and other print media.

Program Length: 5 semesters

Career Pathway Options: Associate in Applied Science Degree in Community Journalism

Program Sites: This program is offered entirely through Distance Education and/or a combination of traditional classroom instruction and distance education.

Course Requirements for Community Journalism Degree

A. General Education Courses (16 SHC)

| | | |
|----------|-----------------------------------|-------|
| ENG 111 | Expository Writing | 3-0-3 |
| ENG 111A | Expository Writing Lab | 0-2-1 |
| ENG 114 | Professional Research & Reporting | 3-0-3 |
| *MAT 140 | Survey of Mathematics | 3-0-3 |
| PSY 150 | General Psychology | 3-0-3 |
| | Humanities/Fine Arts Elective | 3-0-3 |

B. Required Major Core Courses (28 SHC)

| | | |
|---------|------------------------------------|--------|
| CIS 110 | Introduction to Computers | 2-2-3 |
| COE 111 | Co-op Work Experience I | 0-10-1 |
| JOU 113 | Principles of Community Journalism | 3-0-3 |
| JOU 120 | Journalism/Theory & Publications | 2-2-3 |
| JOU 214 | Communications Law/Ethics | 3-0-3 |
| JOU 215 | News Gathering/Reporting | 2-2-3 |
| JOU 216 | Writing for Mass Media | 2-2-3 |
| JOU 217 | Feature/Editorial Writing | 2-2-3 |
| JOU 218 | Basic Photojournalism | 2-2-3 |
| JOU 219 | News Editing | 2-2-3 |

C. Other Major Hours Required (26/27 SHC)

| | | |
|---------|----------------------------------|-------|
| CIS 152 | Database Concepts & Applications | 2-2-3 |
| CIS 165 | Desktop Publishing | 2-2-3 |
| CIS 172 | Intro to the Internet | 2-3-3 |
| ECO 151 | Survey of Economics | 3-0-3 |
| MKT 120 | Principles of Marketing | 3-0-3 |

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|-------------------|--------------------------|-------|
| OST 131 | Keyboarding | 1-2-2 |
| POL 130 | State & Local Government | 3-0-3 |
| ELECTIVES 6/7 SHC | | |

Community Service - SUBJECT AREA (Choose one course)

| | | |
|---------|----------------------------|-------|
| CJC 132 | Court Procedure & Evidence | 3-0-3 |
| HSE 110 | Intro to Human Services | 2-2-3 |
| EDU 116 | Intro to Education | 3-2-4 |
| OST 149 | Medical Legal Issues | 3-0-3 |

Societal Issues - SUBJECT AREA (Choose one course)

| | | |
|---------|----------------------------|-------|
| GEO 111 | World Regional Geography | 3-0-3 |
| PSY 281 | Abnormal Psychology | 3-0-3 |
| SOC 220 | Social Problems | 3-0-3 |
| SPA 121 | Spanish Language & Culture | 3-0-3 |

Total Semester Hours Credit: 70/71 SHC

*Students may substitute MAT 115 (non university transferable)

Semester Curriculum for Community Journalism Degree

1st Semester (Fall)

| | | |
|----------|------------------------------------|--------------|
| ENG 111 | Expository Writing | 3-0-3 |
| ENG 111A | Expository Writing Lab | 0-2-1 |
| JOU 113 | Principles of Community Journalism | 3-0-3 |
| POL 130 | State & Local Government | 3-0-3 |
| ECO 151 | Survey of Economics | 3-0-3 |
| OST 131 | Keyboarding | <u>1-2-2</u> |
| | | 13-4-15 |

2nd Semester (Spring)

| | | |
|----------------------------------|----------------------------|--------------|
| CIS 110 | Introduction to Computers | 2-2-3 |
| ENG 114 | Prof. Research & Reporting | 3-0-3 |
| JOU 214 | Communications Law/Ethics | 3-0-3 |
| JOU 215 | News Gathering/Reporting | 2-2-3 |
| Major Elective (Societal Issues) | | <u>3-0-3</u> |
| | | 13-4-15 |

3rd Semester (Summer)

| | | |
|----------|----------------------------------|---------------|
| CIS 152 | Database Concepts & Applications | 2-2-3 |
| CIS 172 | Introduction to Internet | 2-3-3 |
| JOU 216 | Writing for Mass Media | 2-2-3 |
| *COE 111 | Co-op Work Experience I | <u>0-10-1</u> |
| | | 6-17-10 |

4th Semester (Fall)

| | | |
|---------------------|---------------------------|--------------|
| CIS 165 | Desktop Publishing | 2-2-3 |
| JOU 218 | Basic Photojournalism | 2-2-3 |
| JOU 217 | Feature/Editorial Writing | 2-2-3 |
| PSY 150 | General Psychology | 3-0-3 |
| Humanities Elective | | <u>3-0-3</u> |
| | | 12-6-1 |

5th Semester (Spring)

| | | |
|------------------------------------|----------------------------------|--------------|
| JOU 120 | Journalism/Theory & Publications | 2-2-3 |
| JOU 219 | News Editing | 2-2-3 |
| MAT 140 | Survey of Mathematics | 3-0-3 |
| MKT 120 | Principles of Marketing | 3-0-3 |
| Major Elective (Community Service) | | <u>3-0-3</u> |
| | | 13-4-15 |

*The Co-op may be taken any semester with instructor approval.

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| <p>CIS 110 Intro to Computers 2-2-3 This course provides an introduction to computers and computing. Topics include the impact of computers on society, ethical issues, and hardware/software applications, including spreadsheets, databases, word processors, graphics, the Internet, and operating systems. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. <i>This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural sciences/mathematics.</i></p> | <p>ENG 111A Expository Writing Lab 0-2-1 <i>Prerequisites: 80 CPT reading and 86 CPT writing score, or 18 ACT score, or 450 verbal SAT score, or satisfactory completion of developmental requirements.</i> <i>Corequisites: ENG 111</i> This writing laboratory is designed to apply the skills introduced in ENG 111. Emphasis is placed on the editing and revision components of the writing process. Upon completion, students should be able to apply those skills in the production of final drafts in ENG 111. <i>The computer is used as a writing and design tool for this course.</i></p> |
| <p>CIS 152 Database Concepts & Apps 2-2-3 <i>Prerequisites: CIS 110, CIS 111, or CIS 115</i> This course introduces database design and creation using a DBMS product. Topics include database terminology, usage in industry, design theory, types of DBMS models, and creation of simple tables, queries, reports, and forms. Upon completion, students should be able to create simple database tables, queries, reports, and forms which follow acceptable design practices.</p> | <p>ENG 114 Professional Research & Reporting 3-0-3 <i>Prerequisites: ENG 111</i> This course, the second in a series of two, is designed to teach professional communication skills. Emphasis is placed on research, listening, critical reading and thinking, analysis, interpretation, and design used in oral and written presentations. Upon completion, students should be able to work individually and collaboratively to produce well-designed business and professional written and oral presentations. The computer is used as a writing and design tool for this course. <i>This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.</i></p> |
| <p>CIS 172 Intro to the Internet 2-3-3 This course introduces the various navigational tools and services of the Internet. Topics include using Internet protocols, search engines, file compression/decompression, FTP, e-mail, listservers, and other related topics. Upon completion, students should be able to use Internet resources, retrieve/decompress files, and use e-mail, FTP, and other Internet tools.</p> | <p>JOU 113 Principles of Community Journalism 3-0-3 Prerequisite: None This course introduces the field of community journalism and other print media. Emphasis is placed on American mass media and the specific role and responsibility of community newspapers. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structure, historical development, and ongoing operation of community newspapers and related industries.</p> |
| <p>COE 111 Co-op Work Experience I 0-10-1 This course provides work experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.</p> | <p>JOU 120 Journalism/Theory & Production 2-2-3 Prerequisite: ENG 111 This course provides a study of basic journalistic writing and production techniques. Emphasis is placed on interviewing, drafting, editing, layout, design, and printing. Upon completion, students should be able to demonstrate competence in the various phases of writing and producing a publication.</p> |
| <p>ECO 151 Survey of Economics 3-0-3 This course introduces basic concepts of micro- and macroeconomics. Topics include supply and demand, optimizing economic behavior, prices and wages, money, interest rates, banking system, unemployment, inflation, taxes, government spending, and international trade. Upon completion, students should be able to explain alternative solutions for economic problems faced by private and government sectors. <i>This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.</i></p> | <p>JOU 214 Communications Law/Ethics 3-0-3 Prerequisite: None This course introduces the judicial, legislative, and administrative policies pertinent to the ethical and legal operation of newspapers and other print media. Emphasis is placed upon First Amendment protection, libel, privacy, free press-fair trial, judicial controls, government regulations, copyright, and ethical standards and practices. Upon completion, students should have an understanding and appreciation of these issues and the ability to analyze the important legal and ethical issues involved.</p> |
| <p>ENG 111 Expository Writing 3-0-3 <i>Prerequisites: 80 CPT reading score and 86 CPT writing score, or 18 ACT score, or 450 verbal SAT score, or satisfactory completion of developmental requirements.</i> <i>Corequisites: ENG 111A</i> This course is the required first course in a series of two designed to develop the ability to produce clear expository prose. Emphasis is placed on the writing process including audience analysis, topic selection, thesis support and development, editing, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. <i>This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.</i></p> | <p>JOU 215 News Gathering/Reporting 2-2-3 Prerequisite: ENG 111 This course introduces the basic techniques of news gathering and reporting. Emphasis is placed on gathering information through interviews, official documents, public opinion polls, news releases, and other electronic sources. Upon completion, students should be able to explain and demonstrate the various methods of research for news gathering and reporting.</p> |

JOU 216 Writing for Mass Media 2-2-3

Prerequisite: ENG 111

This course is an introduction of news writing for newspapers and other print media including the techniques of news gathering, reporting, and interviewing. Emphasis is placed on basic methods of gathering information, conducting interviews, organizing a story, writing leads, writing clear, concise copy and upon developing research skills. Upon completion, students should be able to write clear, concise, accurate, complete, balanced and readable news stories according to guidelines set by industry standards.

JOU 217 Feature/Editorial Writing 2-2-3

Prerequisite: ENG 111

This course covers the basics of persuasive writing for community newspapers and other print media. Emphasis is placed on writing features, reviews, and editorials, including audience analysis, appropriate language, effective supporting details, completeness, and accuracy. Upon completion, students will be able to write effective feature stories, reviews, and editorials.

JOU 218 Basic Photojournalism 2-2-3

Prerequisite: None

This course introduces the principles of techniques of photojournalism for use in print and other journalistic mass media. Emphasis is placed on standard and digital photography, shooting events or pre-planned photographs, image aesthetics/color theory, digital photo imaging methods, and evaluation of pictorial effects. Upon completion, students should be able to use standard and digital cameras and to employ digital image processing to create photojournalistic content.

JOU 219 News Editing 2-2-3

Prerequisite: ENG 111

This course provides a comprehensive study of editing skills needed for success in newspaper journalism and other print media. Emphasis is placed on grammar, punctuation, sentence structure, proofreading, editing, graphics, and pagination. Upon completion, students will be prepared to use standard journalism reference materials to compose and edit news copy.

MAT 140 Survey of Mathematics 3-0-3

Prerequisites: CPT arithmetic score of 57 and algebra score of 38, or ACT score of 18, or SAT mathematics score of 450, or successful completion of developmental requirements

This course provides an introduction in a non-technical setting to selected topics in mathematics. Topics may include, but are not limited to, sets, logic, probability, statistics, matrices, mathematical systems, geometry, topology, mathematics of finance, and modeling. Upon completion, students should be able to understand a variety of mathematical applications, think logically, and be able to work collaboratively and independently. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural sciences/mathematics.*

MKT 120 Principles of Marketing 3-0-3

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.

OST 131 Keyboarding 1-2-2

This course covers basic keyboarding skills. Emphasis is placed on the touch system, correct techniques, and development of speed and accuracy. Upon completion, students should be able to key at an acceptable speed and accuracy level using the touch system.

POL 130 State & Local Government 3-0-3

This course includes state and local political institutions and practices in the context of American federalism. Emphasis is placed on procedural and policy differences as well as political issues in state, regional, and local governments of North Carolina. Upon completion, students should be able to identify and discuss various problems associated with intergovernmental politics and their effect on the community and the individual. *This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective requirement.*

PSY 130 General Psychology 3-0-3

This course provides an overview of the scientific study of human behavior. Topics include history, methodology, biopsychology, sensation, perception, learning, motivation, cognition, abnormal behavior, personality theory, social psychology, and other relevant topics. Upon completion, students should be able to demonstrate a basic knowledge of the science of psychology. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*