

Mass Communication

Certificate of Accomplishment: Mass Communication

The Mass Communication Certificate provides students with communication skills, theory, and training required for academic and professional careers in the mass communication field including journalism, TV, radio, and public relations. This certificate also provides students with the fundamental communication skills for further study in mass communication.

Certificates of Accomplishment are awarded upon the completion of an organized course of study for a specific course, usually career or job related. Certificates of Accomplishments consist of a maximum of 18 units and allow students to finish the program in a shorter period of time. In order to earn a Certificate of Accomplishment students must:

- a) satisfactorily complete the course listed for the particular certificate.
- b) complete at least 50% of the required units at Ohlone College.
- c) maintain a 2.0 grade point average.

Student Learning Outcomes

- 1. Understand and apply the principles and laws of freedom of speech and press including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- 2. Demonstrate an understanding of the history of the various forms of mass media especially the relationship between communication theory, social trends, technological trends, and media development.
- 3. Write and speak effectively for diverse audiences in various contexts.
- 4. Utilize the principles of ethics in research and use critical thinking in evaluating sources and content.
- 5. Apply the principles and practices of mass communication through a service-learning project in at least one of the various media outlets at Ohlone College. (May include such areas as ONTV, KOHL, Midnight Magazine, The Monitor, and websites.)

REQUIRED COURSES

SPCH 101 Introduction to Public Speaking	3
JOUR 155 Mass Media and Society	3
JOUR 101A Newswriting	3
BRDC 120 Introduction to Electronic Media	2
BRDC 123A Radio Operations I	3
or	
BRDC 141 Live TV Newscast	3
or	
JOUR 170 Newspaper Writing and Editing Staff	1
or	
JOUR 171 Newspaper Writing and Editing Staff	2
or	
JOUR 172 Newspaper Writing and Editing Staff	3

Total Units = 12 - 14