

# Mass Communication - AA Degree

## Associate of Arts Degree: Transfer Focus:

This Associate Degree in Mass Communication at Ohlone College is designed to provide students with communication skills and training required for academic and professional careers in the mass communication field. Classes prepare students for transfer to four-year institutions and entry-level positions in the mass communication field. This program fulfills typical lower-division requirements at colleges and universities. Some variations in requirements may exist at a particular college or university; therefore, it is essential that students also refer to the catalog of the prospective transfer institution and consult a counselor.

Requirements for AA Degree:

- a) Complete Major Field and Focus Area courses with a grade of C or better.
- b) Complete Plan A, B, or C General Education requirements. These are specified in the Ohlone College catalog.
- c) Complete at least 60 degree-applicable units with a 2.0 grade point average.
- d) Complete at least 12 units at Ohlone College.
- e) Complete at least 50% of the Major Field and Focus Area courses at Ohlone College.

## 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 petition for redress of grievances.
- 2. Demonstrate an understanding of the history of the various forms of mass media especially the relationships 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.)

## MAJOR FIELD

COMM 100 Introduction to Communication Theory	3
COMM 108 Visual Communication	3
JOUR 101A Newswriting	3
JOUR 155 Mass Media and Society	3
SPCH 101 Introduction to Public Speaking	3
<b>Total Units = 15</b>	

## SELECT ONE AREA OF FOCUS

**Total Units = 6.00 - 8.00**

### Broadcasting/Radio Focus

BRDC 120 Introduction to Electronic Media	2
BRDC 123A Radio Operations I	3
BRDC 123B Radio Operations II	3
<b>or</b>	
BRDC 130 Broadcast Announcing	3
<b>Total Units = 8</b>	

### Broadcasting/TV Focus

BRDC 120 Introduction to Electronic Media	2
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BRDC 141 Live TV Newscast	3
BRDC 142 Live TV Studio Production	3
<b>or</b>	
BRDC 148 Directing Live Television	3
<b>or</b>	
BRDC 152 Film & Video Production	3
	<b>Total Units = 8</b>
Journalism/Newspaper Focus	
JOUR 170 Newspaper Writing and Editing Staff	1
JOUR 171 Newspaper Writing and Editing Staff	2
JOUR 172 Newspaper Writing and Editing Staff	3
	<b>Total Units = 6</b>
Journalism/Magazine Focus	
JOUR 173 Magazine Writing and Editing Staff	1
JOUR 175 Magazine Writing and Editing Staff	3
JOUR 174 Magazine Writing and Editing Staff	2
	<b>Total Units = 6</b>
Multimedia Focus	
MM 105 Web Site Design	4
MM 102A Introduction to Multimedia	3
<b>or</b>	
MM 110 Digital Video for the Web and DVD	4
	<b>Total Units = 7 - 8</b>
Public Relations Focus	
JOUR 132 Introduction to Public Relations	3
ART 109A Beginning Graphic Design I (Letter Forms and Typography)	3
<b>or</b>	
BA 129 Introduction to Advertising	3
<b>or</b>	
CNET 102 Information and Communication Technology - Web 2.0	3
<b>or</b>	
MM 105 Web Site Design	4
	<b>Total Units = 6 - 7</b>
RECOMMENDED COURSES	
ENGL 101B Reading and Composition (Introduction To Literature)	4
MATH 159 Introduction to Statistics	5

**Total Units = 21.00 - 23.00**