



## CURRICULUM GUIDE 2016-2017

### MASS COMMUNICATION

Certificate of Accomplishment in Mass Communication

#### Requirements for Certificate of Accomplishment:

- a) Complete satisfactorily the courses listed for the certificate.
- b) Complete at least 50% of the required units at Ohlone College.
- c) Maintain a 2.0 grade point average.

#### MASS COMMUNICATION

The Mass Communication Certificate of Accomplishment 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.

#### 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 Web sites.)

|           |                                  |   |
|-----------|----------------------------------|---|
| BRDC-120  | Introduction to Electronic Media | 3 |
| COMM-108  | Visual Communication             | 3 |
| JOUR-101A | Newswriting                      | 3 |
| JOUR-155  | Mass Media and Society           | 3 |

|           |  |       |
|-----------|--|-------|
| BRDC-123A | Radio Operations I OR                  | 3     |
| BRDC-141  | Live TV Newscast OR                    | (3)   |
| JOUR-170  | Newspaper Writing and Editing Staff OR | (1)   |
| JOUR-171  | Newspaper Writing and Editing Staff OR | (2)   |
| JOUR-172  | Newspaper Writing and Editing Staff    | (3)   |
|           |  | 13-15 |