



CURRICULUM GUIDE 2013-2014

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	2
COMM-108	Visual Communication	3
JOUR-101A	Newswriting	3
JOUR-155	Mass Media and Society	3
SPCH-101	Introduction to Public Speaking	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)
		15-17