

MULTIMEDIA JOURNALISM, B.A.

Program Learning Outcomes

Students who complete the program in Multimedia Journalism will be able to:

1. Exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.
2. Display strong interpretive, analytic, and critical thinking skills by writing news copy clearly and accurately, demonstrating quantitative and qualitative reasoning in forms appropriate to the purpose, medium, and audience.
3. Identify and apply appropriate ethical and legal standards in their service to their communities and cultures.
4. Employ delivery skills appropriate to various news performance situations.
5. Describe how technologies shape the way people perceive and interact with the world and apply these digital tools and technologies appropriately for the communications professions in which they work.

Concentrations

- Visual Storytelling (p. 1)
- Writing (p. 1)

Visual Storytelling Concentration

Code	Title	Units
Lower-Division Requirements		
COM 1050	Introduction to Media Communication	3
COM 2043	Introduction to TV and Film Production	3
JRN 2015	Newspaper Workshop (3 units required) ¹	3
JRN 2050	Introduction to Journalism	3
Choose one (1) course from the following:		3
ENG 2054	British Writers I	
ENG 2055	British Writers II	
ENG 2056	American Writers I	
ENG 2057	American Writers II	
Upper-Division Requirements		
JRN 3014	Computer-Assisted Reporting	3
JRN 3040	Media Law and Ethics	3
JRN 3050	Special Topics in Journalism	3
JRN 4030	Multimedia Journalism	3
JRN 4070	Internship in Journalism	2
JRN 4095	Senior Seminar in Multimedia Journalism	3
Choose one (1) additional upper-division literature course beyond GE ²		3
Concentration Courses		
COM 2017	Photography Workshop	1
COM 3026	Media Aesthetics	3
COM 4026	Advanced Media Practicum	3
JRN 3013	Broadcast News	3

JRN 4013	Advanced Broadcast News	3
Total Units		48

¹ COM 2015, COM 2016, COM 2017, ENG 2016, JRN 2017, or JRN 2018 may substitute for two (2) of these units.

² Eligible courses are listed under French, Literature, or Spanish.

Writing Concentration

Code	Title	Units
Lower-Division Requirements		
COM 1050	Introduction to Media Communication	3
COM 2043	Introduction to TV and Film Production	3
JRN 2015	Newspaper Workshop (3 units required) ¹	3
JRN 2050	Introduction to Journalism	3
Choose one (1) course from the following:		3
ENG 2054	British Writers I	
ENG 2055	British Writers II	
ENG 2056	American Writers I	
ENG 2057	American Writers II	
Upper-Division Requirements		
JRN 3014	Computer-Assisted Reporting	3
JRN 3040	Media Law and Ethics	3
JRN 3050	Special Topics in Journalism	3
JRN 4030	Multimedia Journalism	3
JRN 4070	Internship in Journalism	2
JRN 4095	Senior Seminar in Multimedia Journalism	3
Choose one (1) additional upper-division literature course beyond GE ²		3
Concentration Courses		
JRN 3010	Advanced Reporting	3
JRN 3045	Editing	3
JRN 4040	Magazine Editing and Concepts	3
Choose one (1) course from the following:		3
ENG 3021	Creative Writing: Poetry	
ENG 3022	Creative Writing: Fiction	
ENG 3023	Creative Writing: Creative Nonfiction	
ENG 4000	Writing for the Community	
Total Units		47

¹ COM 2015, COM 2016, COM 2017, ENG 2016, JRN 2017, or JRN 2018 may substitute for two (2) of these units.

² Eligible courses are listed under French, Literature, or Spanish.

Multimedia Journalism Major with a Minor in Spanish

The Department offers a Multimedia Journalism major with a Spanish Minor (<https://pointloma-public.courseleaf.com/prior-catalogs/2024-2025/tug-catalog/colleges-schools-departments/cah/ljwl/spanish-minor/>). This extremely marketable and desirable combination is recommended for Multimedia Journalism majors who desire to work in American border cities or in Latin American countries, as well as for students seeking a Single-Subject Teaching Credential. The student completes an internship at a bilingual newspaper, magazine, radio, or television station. A maximum of two of the required upper-division

literature courses in the Multimedia Journalism major may be in Spanish or Latin American literature.

Note(s): Accepting Associate Degree for Transfer (ADT) (<https://pointloma-public.courseleaf.com/prior-catalogs/2024-2025/tug-catalog/colleges-schools-departments/adt/>)