

126. Interpretative Writing (3)

Critical analysis of structure and content of newspaper editorials; practice in writing editorials and interpretative articles; make-up of editorial pages; study of columns, cartoons, and special editorial features.

128. Radio and Television News Writing (3)

Prerequisite: Jour 8A or permission of instructor. Gathering and preparing news for broadcasting and telecasting; work with local stations.

131. Principles of High School Journalism (2)

Instruction in methods of advising and preparing high school newspapers and yearbooks.

132A-B. Yearbook Production (1-1)

Layout practice, writing of copy, and organization of yearbook. College annual used as a laboratory. (1 lecture, 1 hour arranged)

140. Introduction to Advertising (3) (See Mkt 140)**141. Advertising Production and Media (2) (See Mkt 141)****142. Radio and Television News Broadcasting (2) (See R-TV 142)****144. Advertising Campaigns (2) (See Mkt 144)****145A-B. Newspaper Advertising Procedures (2-2)**

Newspaper advertising; management of advertising department, production of copy, layouts, and servicing accounts.

146A-B. Field Work in Newspaper Advertising Procedures (2-2)

Practice in selling and servicing advertising accounts for newspapers with the college newspaper used as a laboratory. (2 lab, 2 field hours)

149. Public Opinion and Propaganda (3)

Use of propaganda to motivate public opinion on national and international levels in such areas as business, politics, and communities.

150. Media of Communication (3)

Motivation of large numbers of people through the control of such mass media as newspapers, magazines, motion pictures, radio and television.

181. Laws of Communication (2)

Libel, right of privacy, right of confidence, contempt by publications, property rights in manuscripts, infringement, copyright, postal laws.

190. Independent Study (1-3; max see reference)

See *Regulations and Procedures—Independent Study*.

198. Newspaper Practice (2-4; max total 4)

Prerequisite: permission of instructor. Internship on San Joaquin Valley newspapers and radio and television stations. Reports made regularly to instructor.

199. Newspaper Advertising Practice (2-4; max total 4)

Prerequisite: Jour 145A-B, 146A-B; permission of instructor. Internship in advertising departments of San Joaquin Valley newspapers. Reports made regularly to instructor.