

Course Outline

COURSE: JOUR 18C **DIVISION:** 10 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2018 **CURRICULUM APPROVAL DATE:** 05/08/2017

SHORT TITLE: PRINT AND DIGITAL NEWS III

LONG TITLE: Print and Digital News III

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

COURSE DESCRIPTION:

Students will take advanced leadership roles and be placed in a deadline-driven newsroom environment with close attention to teamwork, responsibility and objectivity. Students will research, fact check, interview, write, edit, photograph and produce computer-assisted design and graphics for the college newspaper and/or online Gavilan Press or comparable news outlet. In doing this, they provide the community with an important First Amendment forum, learn and educate about First Amendment rights and responsibilities and acquire leadership experience, journalistic skills, ethics and habits. **PREREQUISITE:** Journalism 18B.

PREREQUISITES:

Completion of JOUR 18B, as UG, with a grade of C or better.

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 03 - Lecture/Laboratory
- 04 - Laboratory/Studio/Activity

STUDENT LEARNING OUTCOMES:

1. Students define relevant news content, gather news information, edit news and information into publishable form with attention to accuracy, clarity, thoroughness, fairness, AP style, media law and ethics.

Measure of assessment: Written articles, graded homework

Year assessed, or planned year of assessment: 2018

Semester: Fall

2. Students develop news and feature stories into written, visual, audio, video or other multimedia formats, determine the best format for telling a story, and develop effective design and layout for story presentation.

Measure of assessment: Written articles, published multimedia articles, published print layout

Year assessed, or planned year of assessment: 2018

3. Students define and apply standard journalistic practices, practice constitutionally guaranteed freedom of the press while avoiding libel, employ best ethical practices, and differentiate between standard and substandard ethics.

Measure of assessment: Written articles, edited photographs, graded homework

Year assessed, or planned year of assessment: 2018

4. Students develop leadership and management skills as editors of writing, photography, layout and multimedia design and convey best practices during publication production and class critiques.

Measure of assessment: Written articles, edited articles, edited photography, published layouts, published multimedia design, lead class critiques.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 05/08/2017

TOPIC 1: 12 hours

Media ethics and legal issues; responsibilities of the intermediate level journalist and editor

Out-of-class assignments: Read and respond to project description. Define media ethics and libel and begin to interpret constitutionally guaranteed freedom of speech in.

Student Performance Objectives:

Articulate advanced principles of media ethics, roles and responsibilities of the intermediate level journalist and editor

TOPIC 2: 18 hours

Reporting and writing: lead others in production

Out-of-class assignments: Plan schedule for production of all issues.

Student Performance Objectives: Students will manage others in meeting initial deadlines and provide leadership in best use of production strategies.

TOPIC 3: 18 hours

Storytelling through written, visual, audio, video or other multimedia formats

Out-of-class assignments: Students will compare the presentation of news stories in three formats

Student Performance Objectives: Students will distinguish between a story and its presentation and be able to state the distinguishing characteristics of each story format

TOPIC 4: 18 hours

Online journalism

Out-of-class assignments: Students will plan layout, prepare assets and post data for stories in online publication

Student Performance Objectives: Students will demonstrate the essential text and presentation elements of an online story

TOPIC 5: 18 hours

Broadcast journalism

Out-of-class assignments: Groups will prepare a news story for GAV-TV

Student Performance Objectives: Students will demonstrate the three essential elements of a television news story

TOPIC 6: 12 hours

Photojournalism

Out-of-class assignments: Provide complete photographic coverage of an event for a college news story

Student Performance Objectives: Students will successfully shoot, select, edit and post news photographs

TOPIC 7: 12 hours

The business side of publishing: advertising, sales, distribution

Out-of-class assignments: Solicit two campus newspaper ads

Student Performance Objectives: Students will demonstrate techniques for seeking advertisers and augmenting readership

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 3

Assignment Description: Assignment Description: Students will attend an editorial meeting of a regional or national news publication to learn professional standards, teamwork and structure.

METHODS OF INSTRUCTION:

Exercises, field work, coached one-on-one writing and planning, role plays, critique sessions.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 20.00 %

20% - 30% Written homework; Term papers

Problem-solving assignments

Percent of total grade: 20.00 %

20% - 30% Field work

Skill demonstrations

Percent of total grade: 20.00 %

20% - 30% Class performance; Field work

Objective examinations

Percent of total grade: 20.00 %

REPRESENTATIVE TEXTBOOKS:

Required Representative Textbooks

Brooks, Kennedy, Moen, Ranly. Required: The Missouri Group, News Reporting and Writing, Bedford/St. Martin, 2017, or other appropriate college level text.. Boston, New York: Bedford/St. Martin,2017.

ISBN: 978-319-06996-4

Reading Level of Text, Grade: 13 Verified by: Jan Jane

Required Other Texts and Materials

Associated Press, Associated Press Stylebook and Briefing on Media Law, Basic Books

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV C1, effective 200470

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200470

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: JOUR

CSU Crosswalk Course Number: 18C

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000378613

Sports/Physical Education Course: N

Taxonomy of Program: 060200