

COURSE OUTLINE

Journalism 103 (C-ID Number: JOUR 130) Student Publications Staff (C-ID Title: Lower Division Student Media Practicum)

Catalog Statement

Journalism 103 is a course in writing news, feature, and editorial copy, copy reading and editing, headline writing, newspaper layout and make-up, and the mechanics of newspaper production. Students study laws and ethics of the press and there is an overall emphasis on the function and responsibility of the newspaper. Multiple formats are considered, including online and broadcast journalism. This course produces the campus newspaper, *El Vaquero*.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

Total Course Units: 3.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 80.0

Recommended Preparation: JOURN 102 or equivalent; Eligibility for ENGL 101; LIB 191

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- demonstrate knowledge of how to gather diverse and complex information for synthesis into balanced and objective news articles in the following ways:
 - using the Internet where applicable to assist in fact gathering
 - effectively incorporating quotes from interviews into news stories
 - recognizing the newsworthiness of events;
- write simple leads and basic news stories that demonstrate an understanding of Associated Press news style;
- demonstrate critical thinking skills when weighing the credibility of source information by:
 - showing an understanding of what makes a source useful, rather than self-serving
 - showing effective use of quotes from sources;
- demonstrate knowledge of basic journalism law (and specific laws pertaining to public educational institutions), particularly libel and privacy;
- demonstrate facility in locating valid factual information on the Web for background to news stories and composing stories using an industry-recognized computer editing program.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- synthesize information from interviews, observation, documents, and other sources into news, feature, opinion, entertainment, and sports articles for the campus newspaper—print, as well as online and broadcast platforms, with consideration of the appropriate platforms for the articles;
- demonstrate the critical faculties necessary to determine the difference between fact and opinion in newsgathering and writing by:
 - writing fact-based, unbiased news articles;
 - determining the veracity of sources for stories, taking into account ethical and legal considerations;
 - knowing when sources are self-serving, and choosing when appropriate to give them a forum;
- write analyses of issues facing students and the rest of the campus community by means of producing well-researched, fact-based opinion and explanatory articles;
- demonstrate the interpersonal skills essential in gathering the news;
- demonstrate working knowledge of Associated Press style rules;
- demonstrate basic proficiency in computerized newspaper layout, including preparing both stories, photos, and videos for publication in print and online.

Course Content

Total Faculty Contact Hours = 80.0

Function and Responsibility of the College Newspaper **(2 lecture hours)**

- To the college community
- To the school district
- To the general public

By extension, heavy emphasis is also placed on the responsibility of the press to society

Written Expression in Journalistic Form: Headlines, Leads and Stories **(2 lecture hours, 12 lab hours)**

Writing for Internet and Social Media **(1 lecture hour, 4 lab hours)**

Writing for Broadcast, including Posting on Newspaper Web page **(2 lecture hours, 3 lab hours)**

Theory and Practice of Critical Reviewing for the Press **(1 lecture hour, 3 lab hours)**

Working Under Deadline **(1 lecture hour)**

Elements of Photojournalism **(1 lecture hour, 4 lab hours)**

Newspaper Style and Format **(2 lecture hours, 6 lab hours)**

El Vaquero style book (based on Associated Press style book)

Adaptation of *El Vaquero* style to professional publications

Writing copy incorporating *El Vaquero* and AP style

Professional Terminology and Jargon **(2 lecture hours)**

Related to publication of *El Vaquero*

Used in professional media

Functions and Responsibilities of the Copyeditor **(2 lecture hours, 4 lab hours)**

Theory and Practice in Constructing the Adequate Headline **(2 lecture hours, 2 lab hours)**

Functions and Responsibilities of the City Desk and the News Desk (**2 lecture hours**)
Mechanics of Copyediting and Proofreading (**2 lecture hours, 2 lab hours**)
The Functions of Make-up (**2 lecture hours, 2 lab hours**)
 Inviting reading
 Prioritizing the news
Elements and Practices of Page One Tabloid (**2 lecture hours, 2 lab hours**)
 Make-up
Types of Inside Make-up and Placement of Advertising (**2 lecture hours, 2 lab hours**)
Law of the Press and Analyzing Newspaper Content for Legal Considerations (**2 hours, 1 lab hour**)
Ethics of Journalism and Analyzing Newspaper Content for Ethical Considerations (**2 lecture hours, 1 lab hour**)

Methods of Instruction

The following methods of instruction may be used in this course:

- class lecture and discussion;
- group learning—critiques of articles in every issue of *El Vaquero*
 - review of articles for grammar, spelling, objectivity, synthesis of information
 - measuring articles in *El Vaquero* against professional standards—comparison with other newspapers;
- writing assignments.

Out of Class Assignments

The following out of class assignments may be used in this course:

- reading assignments from textbooks;
- write two articles (a minimum of 1,500 words) for each issue of *El Vaquero*;
- write articles for online and broadcast media.

Methods of Evaluation

The following methods of evaluation may be used in this course:

- quizzes;
- critiques of articles—including peer critiques;
- portfolio;
- reporting and writing assignments across multiple platforms.

Textbooks

El Vaquero Guide and Stylebook. Glendale: Glendale Community College, 2013. Print.
 Provided in class.
12th Grade Textbook Reading Level

The Associated Press Stylebook and Briefing on Media Law. New York: Associated Press, 2013. Print.

12th Grade Textbook Reading Level ISBN: 978-0-917360-57-2

Zinsser, William. *On Writing Well*. New York: Harper & Row, 2006. Print.

12th Grade Textbook Reading Level ISBN: 978-00680891541

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- synthesize information from interviews, observation, documents, and other sources into news, feature, opinion, entertainment, and sports articles for the campus newspaper;
- demonstrate working knowledge of Associated Press style rules;
- demonstrate basic proficiency in computerized newspaper layout, including preparing both stories, photos and videos for print publication and uploading to a website.