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Journalism (JRNL) 2105 News Media Practicum (3 Units) CSU
[formerly Journalism 11A]

Prerequisite: Successful completion of Journalism 1510 and 1605,

Prerequisite knowledge/skills: Before entering the course the student should be able to

1. Apply the skills necessary to produce a publication
2. synthesize news items ranging from gather news items including photography, videography, and audio clips to production layouts for the printed magazine and developing web-ready media for the weekly online news source, and
3. Analyze and evaluate the quality of news gathering and production processes, defining, and maintaining editorial standards, and timely production of news and magazine content

Total Hours: 16 hours lecture; 96 hours lab (112 hours total)

Catalog Description: This is the capstone course for Multimedia Journalism. This course is designed to simulate every aspect of normal media operations and production, including the sale of advertising to local businesses. Proceeds of these advertisements are to be used to offset operating expenses of the enterprise. C-ID: JOUR 130.

Type of Class/Course: Degree Credit

Text: Kanigel, Rachel. *The Student Newspaper Survival Guide*. Wiley-Blackwell, 2011. Print.

Associated Press. *Associated Press Stylebook and Briefing on Media Law*. Basic, 2014. Print.

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to

1. Define relevant news content
2. Gather news information weekly
3. Edit basic and advanced news and information into publishable form, with attention to accuracy, clarity, thoroughness, fairness, AP style, and media law and ethics
4. Assess legal issues affecting media
5. Assess ethical issues affecting media
6. Develop leadership and management skills as an editor
7. Develop effective design/layout for story presentation
8. Develop news and feature stories through written, visual, audio, video or other media formats
9. Determine the best format—print, multimedia, visual, etc.—for telling basic news stories
10. Build a portfolio of completed projects for student media that demonstrates a range of storytelling formats/styles

Course Scope Content: (Lecture)

- Unit I Publishing
- A. copy editing of other students' work
 - B. maintaining the online newspaper under deadline
 - C. make editorial decisions affecting the online publication
 - D. develop leadership and management skills as an editor
 - E. storytelling through written, visual, audio, video or other multimedia formats
 - F. photojournalism, broadcast journalism, online, and multimedia journalism
 - G. legal and ethical issues
 - H. advertising, public relations, sales, distribution, marketing strategies

Course Scope and Content: (Laboratory)

- Unit I Production Work to include Creation of Consistent Production
- A. news gathering
 - B. writing
 - C. copy editing
 - D. press photography
 - E. photo editing
 - F. layout for print
 - G. headline composition
 - H. other techniques related to print publication production
 - I. digital media production, producing and editing video, audio
 - J. computer animations
 - K. assess legal and ethical issues affecting-media

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 2 hours per week outside of the regular class time doing the following:

1. Analyze various media from a production standpoint

Methods of Instruction:

1. Tasks assigned by instructor supervising the online news products
2. Evaluation of assigned work, critique modeling, and protocol assessment

Methods of Evaluation:

1. Substantial writing assignments requiring frequent and regular news gathering assignments across multiple platforms
2. Critique of the online campus news publications; peer critiques
3. Professional protocols (meeting deadlines, attendance, adherence to ethics)

Supplemental Data:

TOP Code:	060200: Journalism
SAM Priority Code:	B: Advanced Occupational
Distance Education:	Not Applicable
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	I: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	NO
Eligible for Pass/No Pass:	C: Pass/No Pass
Taft College General Education:	NONE