

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

JOUR 2 - Introduction to Reporting and Newswriting

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV

Transfer Status: CSU

51 hours Lecture

An introduction to gathering, synthesizing/organizing and writing news in journalistic style across multiple platforms. Includes role of the journalist and related legal and ethical issues. Students will report and write based on their original interviews and research to produce news content. Experiences may include covering speeches, meetings and other events, writing under deadline and use of AP Style. (C-ID JOUR 110).

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Define and execute newsgathering strategies
- B. Develop interview questions and conduct interviews
- C. Write simple leads
- D. Write simple and complex/long form news articles using the inverted pyramid and other formats
- E. Write articles under deadline
- F. Apply Associated Press style to articles
- G. Edit own and others' articles for proper spelling, grammar and AP Style
- H. Define writing differences for different platforms

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Information gathering, including live interviews	5.00
2. Journalistic writing forms, including inverted pyramid	5.00
3. Writing for multiple platforms, including print, online, broadcast and social media	5.00
4. Newsgathering strategies	4.50
5. Newsgathering practice, including covering speeches, meetings and other events	4.50
6. Writing under deadline	4.50
7. Introduction to Associated Press Style	4.50
8. Introduction to Search Engine Optimization	4.50
9. Writing leads	4.50
10. Writing simple and complex/long form articles	4.50
11. Legal and ethical issues in reporting	4.50
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Directed Discussion
- D. Collaborative Analysis of News Articles
- E. Textual Reading/Secondary Source Reading

V. METHODS OF EVALUATION

- A. Class participation
- B. Written Assignments
- C. Midterm and Final Exams consisting of Objective Portion and Newswriting Portion
- D. Style Quizzes
- E. Critiques
- F. Professional protocols (meeting deadlines, attendance, adherence to ethics)

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read community college newspapers from other campuses and identify strengths and weaknesses in content and layout.
 - 2. Read and analyze assigned newspaper articles. Identify the lead and type of story.
- B. Writing Assignments
 - 1. Edit drafts of articles for upcoming issues written by other students, identifying journalistic strengths and weaknesses.
 - 2. Write a news story about an on-campus event. Use quotes and paraphrases from an interview with a participating student.
- C. Out-of-Class Assignments
 - 1. Attend on on-campus event and interview a college staff member using prepared list of questions that show prior research into event.
 - 2. Attend a local city council meeting and synthesize details from the meeting into a 500-word story showing the group's concerns. Include opposing arguments

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Rich, C. Writing and Reporting the News: A Coaching Method. 7th Edition. Wadsworth Publishing, 2012.
- B. Yopp and McAdams. Reaching Audiences. 4th Edition. Allyn & Bacon, 2007.
- C. Associated Press. AP Stylebook. Basic Books, 2004.

Materials Other Than Textbooks:

- A. Related News Articles from current press
- B. Handouts

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