

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

JOUR 12 - Intermediate Newspaper Production

3 Unit(s)

Prerequisite(s): JOUR 10

Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course requires higher skill level and/or leadership/management involvement than JOUR 10. Intermediate student media practicum that includes a lab that regularly produces a news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Must include weekly news assignments. May include a variety of student media across multiple platforms, including print, broadcast, and online. Includes practical experience in design/layout, visual, online, multimedia journalism, emerging technologies and leadership/management. Must be student produced with student leadership. (C-ID JOUR 131).

II. OBJECTIVES

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

- A. Define relevant news content.
- B. Gather news information weekly.
- C. Edit basic and advanced news and information into publishable form, with attention to accuracy, clarity, thoroughness, fairness, AP style, and media law and ethics.
- D. Assess legal issues affecting media.
- E. Assess ethical issues affecting media.
- F. Develop leadership and management skills as an editor.
- G. Develop effective design/layout for story presentation.
- H. Develop news and feature stories through written, visual, audio, video or other multimedia formats.
- I. Determine the best format –print, multimedia, visual, etc.—for telling basic news stories.
- J. Build a portfolio of completed projects for student media that demonstrates a range of storytelling formats/styles that are more advanced than in JOUR 10.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Writing and presentation of intermediate level journalistic articles for print, online or broadcast	4.00
2. Storytelling through written, visual, audio, video or other multimedia formats	3.00
3. Copy editing	3.00
4. Working under deadline	3.00
5. Reporting and writing	3.00
6. Photojournalism	3.00
7. Broadcast journalism	3.00
8. Online and multimedia journalism	3.00

9. Legal issues	2.00
10. Media ethics	3.00
11. The business side of the publication (advertising, sales, distribution)	2.00
12. Intermediate level storytelling skills and/or leadership/management involvement	2.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Writing and presentation of intermediate level journalistic articles for print, online or broadcast	4.25
2. Storytelling through written, visual, audio, video or other multimedia formats	4.25
3. Copy editing	4.25
4. Working under deadline	4.25
5. Reporting and writing	4.25
6. Photojournalism	4.25
7. Broadcast journalism	4.25
8. Online and multimedia journalism	4.25
9. Legal issues	4.25
10. Media ethics	4.25
11. The business side of the publication (advertising, sales, distribution)	4.25
12. Intermediate level storytelling skills and/or leadership/management involvement	4.25
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Collaborative Group Work
- C. Class Activities
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Discussion
- F. Portfolios

V. METHODS OF EVALUATION

- A. Portfolios
- B. Projects
- C. Group Participation

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the "Photo Captions" section of the Associated Press Stylebook. Come to class prepared to discuss effective photo captions.
 - 2. Read the editors' columns for the local daily and weekly newspapers. Compare and contrast styles, voices and general attitudes.
- B. Writing Assignments

1. Go to the Chico Police Department website and click on the monthly arrest list. Take note of the most common crimes, where and when they take place and who the arrested are. Write a news story based on your information.
 2. Interview and write a story about a Butte College custodian. Custodians have a unique perspective on their employers.
- C. Out-of-Class Assignments
1. Interview a local elected official - council member, supervisor, school board trustee -and try to uncover what the job consists of, the rewards, disappointments and surprises and if the official has ambition for higher office.
 2. Contact an editor of a local paper and ask about the paper's policy for publishing corrections.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Associated Press. Associated Press Stylebook and Briefing on Media Law. 2014 Edition. Basic Books, 2014.
- B. Harrower, T. The Newspaper Designer's Handbook. 7th Edition. McGraw-Hill, 2013.

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