

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

JOUR 10 - Beginning Newspaper Production

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture

51 hours Lab

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 and emerging technologies. Must be student produced with student leadership. (C-ID JOUR 130).

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 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 effective design/layout for story presentation.
- G. Develop news stories through written, visual, audio, video or other multimedia formats.
- H. Determine the best format –print, multimedia, visual, etc.—for telling basic news stories.
- I. Build a portfolio of completed projects for student media that demonstrates a range of storytelling formats/styles.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Writing and presentation of journalistic articles for print, online or broadcast	3.50
2. Storytelling through written, visual, audio, video or other multimedia formats	3.50
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	3.00
10. Media ethics	3.00
11. The business side of the publication (advertising, sales, distribution)	3.00

Total Hours 34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Writing and presentation of journalistic articles for print, online or broadcast	5.50
2. Storytelling through written, visual, audio, video or other multimedia formats	5.00
3. Copy editing	4.50
4. Working under deadline	4.50
5. Reporting and writing	4.50
6. Photojournalism	4.50
7. Broadcast journalism	4.50
8. Online and multimedia journalism	4.50
9. Legal issues	4.50
10. Media ethics	4.50
11. The business side of the publication (advertising, sales, distribution)	4.50
Total Hours	51.00

IV. METHODS OF INSTRUCTION

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

V. METHODS OF EVALUATION

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

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the "Briefing on Media Law" section of the Associated Press Stylebook. Be prepared to summarize in class.
 - 2. In a local or regional newspaper, read a film review of a film you have seen. Compare your impressions with those of the reviewer.
- B. Writing Assignments
 - 1. Write a story based on a press release handed out by your instructor.
 - 2. Write a review of the front section of a local daily newspaper.
- C. Out-of-Class Assignments
 - 1. Go to a local coffee house and note those folks reading newspapers. Politely introduce yourself and ask them what they enjoy about the newspaper and ways in which it could be improved.
 - 2. Go to a crowded place like a shopping mall or park and ask random people a question concerning a hot news topic of local, national or international interest.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

A. Christian, D. The Associated Press Stylebook. 2014 Edition. Associated Press, 2014.

Created/Revised by: Mark McKinnon

Date: 11/17/2014