

Las Positas College
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Course Outline for MSCM 16B
EXPRESS COLLEGE NEWSPAPER B
Effective: Fall 2013

I. CATALOG DESCRIPTION:

MSCM 16B — EXPRESS COLLEGE NEWSPAPER B — 3.00 units

An applied course in which students practice and refine intermediate journalism skills, including recognizing, acquiring, producing, and distributing content for the print and online editions of the student newspaper, the Express. Focus is on in-depth news, feature and opinion stories. Students develop intermediate abilities in photojournalism, business management, graphic arts, design, social media, and leadership and editing skills. The course includes ethical, practical, and legal issues in journalism.

1.00 Units Lecture 2.00 Units Lab

Prerequisite

MSCM 16A - Express College Newspaper A

Strongly Recommended

- Eligibility for ENG 1A -

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	18.00
Lab Hours:	108.00
Total Hours:	126.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. MSCM16A

Before entering this course, it is strongly recommended that the student should be able to:

A. -Eligibility for ENG 1A

IV. MEASURABLE OBJECTIVES:

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

- A. work as a productive team member of a newspaper staff with increased responsibility from MSCM 16A;
- B. explain the newspaper production process from story idea to completed product, including all steps related to recognizing, acquiring, producing, and distributing the print and online newspaper;
- C. write typical genre stories in at least two of the following sections: news, feature, opinion, sport, or arts and entertainment;
- D. create story packages for print or online that may include the main article, sidebars, photos, illustrations, photo illustrations, infographics, and/or other visual elements;
- E. edit stories for publication in print and online;
- F. use social media to effectively supplement the online and print editions of the newspaper;
- G. use multimedia to tell a story for a specific section;
- H. serve in a leadership role for the newspaper;
- I. lead a critique of the newspaper after publication;
- J. refine and apply skills in writing, editing, critical thinking, page design, photo planning, and online content development;
- K. assume a leadership role in working to improve the print and online newspaper continuously to better meet the needs of the readership of the Las Positas College community;
- L. practice, discuss, and model journalistic standards of ethics and explain and discuss press law regarding matters of libel and privacy.

V. CONTENT:

- A. Leadership relating to preparing for, researching, and writing stories in specific genres. Model and lead others in
 - 1. Defining newsworthiness and applying news judgment

2. Finding and recognizing stories
3. Conducting research and interviews
4. Organizing thinking
5. Writing the story
6. Revising the story
7. Working with an editor on the story
8. Reporting on meetings, speeches, special events, and specific beats
- B. The newspaper staff and the production process
 1. Work with writers, editors, business staff, and the online and print production staff
 2. Participate in production, including issue planning, story assignments, deadlines, editing, revisions, online and print production, and post-production
- C. Leadership relating to preparing for print and online issues of the newspaper. Model and lead others in
 1. Story development in at least two genres
 2. Beat coverage
 3. Newspaper policies
 4. Functioning as a member of a team.
 5. Page design
 6. Web content management
- D. Create story packages with multiple elements and model or lead others in writing, layout, design, and online and print production
 1. Intermediate print and online writing, including headline and outline writing
 2. Write in print and online, including headline and outline writing
 3. Intermediate layout and graphic design
 4. Use layout and graphic design
 5. Intermediate online production
 6. Use online production methods
- E. Model and lead others in using journalistic style, standards, and traditional news values
 1. Intermediate use of the Associated Press Style Guide
 2. The inverted pyramid and other styles
 3. The importance of the lead and nutgraph
 4. Accuracy as the foundation of journalism
- F. Intermediate photojournalism and/or multimedia techniques
 1. Shooting and/or selecting photographs for print and online publication
 2. Planning for and executing multimedia, including videos and slideshows
 3. Using social media to enhance newspaper coverage and outreach
- G. Leadership with respect to the newspaper's evolving audience
 1. Outreach
 2. Advertising
 3. Online presence
 - a. Website
 - b. Social media
 4. Distribution
- H. Ethical and legal issues in journalism and photojournalism
 1. Ethical issues
 2. Legal issues

VI. METHODS OF INSTRUCTION:

- A. **Field Trips** - to relevant locations such as newspapers or television stations
- B. **Critique** - weekly "Hell Sheets" in which the class critiques issues for strengths and weaknesses
- C. **Guest Lecturers** - in media or related fields
- D. **Individualized Instruction** - coached supervision in necessary activities such as leadership, editing, writing, copyediting, online and print production, and proofreading
- E. **Projects** - assignments in writing, style, and standards, including multimedia projects to be posted online
- F. **Lecture** - covering all phases of newsgathering, writing, online and print production, and distribution
- G. Group decision-making in which students plan, delegate and assign jobs, choose editorial topics, govern issues regarding ethics, taste, and legal considerations, with advisers providing appropriate advice and counsel
- H. Brainstorming/planning/discussing at staff meetings and in editorial board meetings
- I. **Individualized Instruction** - individual conferences about work produced

VII. TYPICAL ASSIGNMENTS:

Reading: Read 1, "Three Surprises about Change," in Switch: How to Change When Change Is Hard, and present to the class, highlighting how the lessons in the book can be applied to the Express.

Writing: Prepare for, research, and write an in-depth feature story about a prominent person or group on campus for print publication.

Multimedia: Prepare for, research, write, and produce an in-depth feature story about a prominent person or group on campus for online publication.

VIII. EVALUATION:

A. **Methods**

1. Research Projects
2. Portfolios
3. Projects
4. Group Projects
5. Class Participation
6. Class Work

B. **Frequency**

1. Weekly
 - a. Research Projects: Research, interview, and develop a story for publication.
 - b. Group Projects: Recognizing stories, acquiring stories, producing an online and print edition, and distributing the newspaper are weekly group projects.
 - c. Class Participation: Students participate in staff meetings, editorial board meetings, and critiques of the newspaper.
 - d. Class Work: Students work on stories and production of the newspaper during lab time.
2. Final Project: Students review a year's worth of newspapers and select entries for at least one journalism contest. Student leaders lead groups in this process and help with online submission.

3. Semester-long Project: Students create a portfolio of work and a multimedia presentation.

IX. TYPICAL TEXTS:

1. Kanigel, Rachele (2012). *The Student Newspaper Survival Guide* (2nd ed.). West Sussex, U.K.: Wiley-Blackwell.
2. Associated Press (2011). *The Associated Press Stylebook and Briefing on Media Law* (46th ed.). New York, New York : Basic Books.
3. Harrower, Tim and Julie Elman (2008). *The Newspaper Designer's Handbook* (7th ed.). New York, New York : McGraw Hill.

X. OTHER MATERIALS REQUIRED OF STUDENTS: