

Las Positas College
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Course Outline for MSCM 16C
EXPRESS COLLEGE NEWSPAPER C
Effective: Spring 2019

I. CATALOG DESCRIPTION:

MSCM 16C — EXPRESS COLLEGE NEWSPAPER C — 3.00 units

An applied course in which students practice and refine advanced journalism skills, including recognizing, acquiring, producing, and distributing content for the print and online editions of the student newspaper, the Express. Focus is on leadership, editing the work of others, improving writing and multimedia skills, and improving the Express. Enhanced leadership role includes outreach to the community and representation as journalist and leader at events. Students develop advanced abilities in writing, photojournalism, business management, graphic arts, design, social media, and leadership and editing skills. Students will produce newscasts, an infographics, and reader surveys. The course includes ethical, practical, and legal issues in journalism. Students should serve in a leadership role.

1.00 Units Lecture 2.00 Units Lab

Prerequisite

MSCM 16B - Express College Newspaper B
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications or
- Journalism

	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. MSCM16B

1. Work as a productive team member of a newspaper staff with increased responsibility from MSCM 16A
2. 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
3. Write typical genre stories in at least two of the following sections: news, feature, opinion, sport, or arts and entertainment
4. Create story packages for print or online that may include the main article, sidebars, photos, illustrations, photo illustrations, infographics, and/or other visual elements
5. Edit stories for publication in print and online
6. Use social media to effectively supplement the online and print editions of the newspaper
7. Use multimedia to tell a story for a specific section
8. Serve in a leadership role for the newspaper
9. Lead a critique of the newspaper after publication
10. Refine and apply skills in writing, editing, critical thinking, page design, photo planning, and online content development
11. 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
12. Practice, discuss, and model journalistic standards of ethics and explain and discuss press law regarding matters of libel and privacy

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 16B
- B. Explain and help facilitate the newspaper production process from story idea to completed product, including leading others in all steps related to recognizing, acquiring, producing, and distributing the print and online newspaper
- C. Write and lead others in writing typical genre stories in three or more of the following sections: news, feature, opinion, sports, or arts and entertainment

- D. Create story packages and lead others in creating story packages for print or online that may include the main article, sidebars, photos, illustrations, photo illustrations, infographics, and/or video
- E. Edit stories and lead others in editing stories for publication in print and online
- F. Use social media and lead others to use social media to effectively supplement the online and print editions of the newspaper
- G. Use multimedia and lead others in using multimedia to tell a story for at least two specific sections and using at least two different forms of social media
- H. Serve as a section editor, copy editor, multimedia editor, web editor, or in a leadership position on the newspaper
 - I. Lead a critique of the newspaper after publication, including the online edition, multimedia elements, and use of social media
- J. Refine, apply, and lead others in applying advanced skills in writing, editing, critical thinking, page design, photo planning, and online content development
- K. Assume a leadership role in mentoring newer staff members and in helping to improve the print, online, multimedia, and social media aspects of the newspaper continuously to better meet the needs of the readership of the Las Positas College community
- L. Practice, discuss, apply, and lead others in applying journalistic standards of ethics and explain and discuss press law regarding matters of libel and privacy
- M. Create at least one five-minute newscast for publication in the online edition of the newspaper
- N. Design and create at least one infographic for use in the either the online or print edition of the newspaper
- O. Design and create at least one reader survey for use in the online edition of the newspaper
- P. Perform outreach to recruit new staff members at campus events in the community
- Q. Represent the newspaper as a leader and journalist at events such as forums for hiring administrators, meetings, celebrations, and conferences

V. CONTENT:

- A. Leadership and increased responsibility relating to preparing for, researching, and writing stories in specific genres. Model, guide, 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 and lead writers, editors, business staff, and the online and print production staff
 - 2. Work with outside vendors such as advertisers and the printer to facilitate publication of the newspaper
 - 3. Participate in production, including issue planning, story assignments, deadlines, editing, revisions, online and print production, multimedia production, social media, and post-production
- C. Leadership relating to preparing for print and online issues of the newspaper. Model, guide, and lead others in
 - 1. Story development in at least three genres
 - 2. Beat coverage
 - 3. Newspaper policies
 - 4. Functioning as a member of a team
 - 5. Page design
 - 6. Web content management
 - 7. Multimedia development
 - 8. Social media development
- D. Create and lead others in creating story packages with multiple elements and model, guide, and lead others in writing, layout, design, and online and print production
 - 1. Advanced print and online writing, including headline and outline writing
 - 2. Advanced layout and graphic design, including creation of infographics
 - 3. Use layout and graphic design software
 - 4. Advanced online production, including development of multimedia and social media skills
 - 5. Use online production methods with increasing proficiency
- E. Model and lead others in using journalistic style, standards, and traditional news values
 - 1. Advanced 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. Lead others in using social media as part of the distribution process
- G. Advanced photojournalism and/or multimedia techniques
 - 1. Shooting and/or selecting photographs and video 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 in at least two sections and using at least two forms of social media
- H. Leadership with respect to the newspaper's evolving audience
 - 1. Outreach
 - 2. Express as business
 - 3. Advertising
 - 4. Online presence
 - a. Website
 - b. Social media
 - 5. Distribution
- I. Lead others in an effective critique of a publication
- J. Writing, editing, critical thinking, page design, photo planning, and online content development
 - 1. Model and apply skills
 - 2. Lead and guide others to develop skills
- K. The leader as mentor
 - 1. Leadership styles
 - 2. How to coach writers, photographers, and other members of the staff
- L. Lead others to understand ethical and legal issues in journalism and photojournalism
 - 1. Ethical issues
 - 2. Legal issues
 - 3. Refining Express policies and practices with respect to ethical and legal issues
- M. Newscast for online edition
 - 1. Working as a team, write the script for a newscast
 - 2. Working as a team, shoot and edit the newscast
 - 3. Distribute newscast online
- N. Infographic for print or online edition
 - 1. Recognize information suitable for presentation as an infographic

- 2. Acquire, design, produce, and publish an infographic
- O. Reader survey for online edition
 - 1. Recognize information suitable for reader survey
 - 2. Acquire, design, produce, and publish a reader survey
 - 3. Working with others on staff, analyze the results of the reader survey.
- P. Outreach to community and/or on campus
- Q. Leadership in the community

VI. METHODS OF INSTRUCTION:

- A. **Guest Lecturers** - in media or related fields
- B. **Individualized Instruction** - coached supervision in necessary activities such as leadership, communicating and collaborating with colleagues, editing, writing, copyediting, online and print production, and proofreading
- C. **Lecture** - covering all phases of newsgathering, writing, online and print production, and distribution
- D. Brainstorming/planning/discussing at staff meetings and in editorial board meetings
- E. **Field Trips** - to relevant locations such as newspapers or television stations
- F. **Projects** - take a leadership role in guiding production of the newspaper, including writing, editing, guiding, and creating multimedia project
- 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 and students demonstrating increasing proficiency in leading, guiding, and collaborating with others
- H. **Critique** - weekly "Hell Sheets" in which the class critiques issues for strengths and weaknesses. Students will be asked to take a leadership role in the critiques.
- I. **Field Trips** - to journalism conferences featuring workshops, competitions, and opportunities to network

VII. TYPICAL ASSIGNMENTS:

- A. Reading: Read all news stories published during a period covered by a contest (usually one year), select the best news stories, and, working with the adviser, submit the stories for judging.
- B. Writing: Prepare for, research, write, vet, edit, and publish an editorial about a significant legal or ethical issue relevant to readers.
- C. Multimedia: Prepare for, research, write, and produce an online newscast featuring relevant campus news.

VIII. EVALUATION:

Methods/Frequency

- A. Research Projects
 - Once per semester
- B. Portfolios
 - Once at the end of the semester
- C. Projects
 - Weekly
- D. Group Projects
 - Weekly
- E. Class Participation
 - Weekly
- F. Class Work
 - Weekly

IX. TYPICAL TEXTS:

- 1. Harrower, Tim and Julie Elman *The Newspaper Designer's Handbook*. 7th ed., McGraw-Hill, 2012.
- 2. Associated Press. *The Associated Press Stylebook and Briefing on Media Law 2018*. 53rd ed., Basic Books, 2018.
- 3. Kanigel, Rachele *The Student Newspaper Survival Guide*. 2nd ed., Wiley-Blackwell, 2012.
- 4. Carroll, Brian. *Writing and Editing for Digital Media*. 3rd ed., Routledge, 2017.
- 5. Lamont, Ian. *Lean Media: How To Focus Creativity, Streamline Production, and Create Media that Audiences Love*. 1st ed., i30 Media Corporation, 2017.

X. OTHER MATERIALS REQUIRED OF STUDENTS: