

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

**I. CATALOG DESCRIPTION:**

MSCM 16D — EXPRESS COLLEGE NEWSPAPER D — 3.00 units

An applied capstone 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 completing a portfolio project, exploring career opportunities in the field, leading others, editing the work of others, improving writing and multimedia skills, and improving the Express. Students work to develop advanced abilities in writing, photojournalism, business management, graphic arts, design, social media, leadership, and editing skills. The course includes ethical, practical, and legal issues in journalism. Student assumes a leadership role and create workshops to benefit other staff members.

1.00 Units Lecture 2.00 Units Lab

**Prerequisite**

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

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Mass Communications or
- Journalism

	<b>MIN</b>
<b>Lecture Hours:</b>	18.00
<b>Lab Hours:</b>	108.00
<b>Total Hours:</b>	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. MSCM16C**

1. Work as a productive team member of a newspaper staff with increased responsibility from MSCM 16B
2. 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
3. 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
4. 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
5. Edit stories and lead others in editing stories for publication in print and online
6. Use social media and lead others to use social media to effectively supplement the online and print editions of the newspaper
7. 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
8. Serve as a section editor, copy editor, multimedia editor, web editor, or in a leadership position on the newspaper
9. Lead a critique of the newspaper after publication, including the online edition, multimedia elements, and use of social media
10. Refine, apply, and lead others in applying advanced skills in writing, editing, critical thinking, page design, photo planning, and online content development
11. 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
12. Practice, discuss, apply, and lead others in applying journalistic standards of ethics and explain and discuss press law regarding matters of libel and privacy
13. Create at least one five-minute newscast for publication in the online edition of the newspaper
14. Design and create at least one infographic for use in the either the online or print edition of the newspaper
15. Design and create at least one reader survey for use in the online edition of the newspaper
16. Perform outreach to recruit new staff members at campus events in the community
17. Represent the newspaper as a leader and journalist at events such as forums for hiring administrators, meetings,

celebrations, and conferences

#### IV. MEASURABLE OBJECTIVES:

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

- A. Work as a productive team leader of a newspaper staff with increased responsibility from MSCM 16C
- B. Explain and lead 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 and mentor others in writing typical genre stories in all of the following sections: news, feature, opinion, sports, and arts and entertainment
- D. Create story packages and mentor others in the development of 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 and mentor others in editing stories for publication in print and online
- F. Use social media and mentor others in using social media to effectively supplement the online and print editions of the newspaper
- G. Use multimedia to tell a story for at least two specific sections and mentor others in using multimedia to tell a story for a specific section
- H. Serve as a section editor, managing editor, editor-in-chief, or in another leadership role for the newspaper
- I. Lead a critique of the newspaper after publication, including the online edition
- J. Refine, apply, and model 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 and online newspaper continuously to better meet the needs of the readership of the Las Positas College community
- L. Practice, discuss, model, and apply journalistic standards of ethics and explain and discuss press law regarding matters of libel and privacy
- M. Create an effective portfolio of work and demonstrate understanding of different career opportunities in journalism

#### V. CONTENT:

- A. Senior leadership and increased responsibility relating to preparing for, researching, and writing stories in specific genres. Present, 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. Senior leadership role related to the newspaper staff and the production process
  - 1. Work with 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. Take a leadership role in production, including issue planning, story assignments, deadlines, editing, revisions, online and print production, and post-production
- C. Senior leadership relating to preparing for print and online issues of the newspaper. Present, model, guide, and lead others in
  - 1. Story development in all 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 story packages with multiple elements and present, 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 with increased understanding
  - 4. Advanced online production, including development of multimedia and social media skills
  - 5. Use online production methods with increasing proficiency
- E. Present, model, guide, and lead others in using journalistic style, standards, and traditional news values
  - 1. Advanced use and understanding 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. Present, model, guide, and lead others in the use social media effectively supplement the online and print editions of the newspaper
- G. Advanced photojournalism and/or multimedia techniques
  - 1. Leadership in shooting and/or selecting photographs for print and online publication
  - 2. Leadership in planning for and executing multimedia, including videos and slideshows
  - 3. Leadership in using social media to enhance newspaper coverage and outreach
- H. Leadership with respect to the newspaper's evolving audience
  - 1. Outreach
  - 2. Express as a business
  - 3. Advertising
  - 4. Online presence
    - a. Website
    - b. Social media
  - 5. Distribution
- I. Leadership with respect to the newspaper's design and content
- J. An editor's role in producing content
- K. The editor as mentor and teacher
- L. Ethical and legal issues in journalism and photojournalism
  - 1. Ethical issues
  - 2. Legal issues
  - 3. Leadership in refining Express policies and practices with respect to ethical and legal issues
- M. Careers in journalism
  - 1. Creation of a portfolio of work
  - 2. Research careers and internships in journalism

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** - covering all phases of newsgathering, writing, online and print production, and distribution with some discussions led by

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

#### VII. TYPICAL ASSIGNMENTS:

- A. Reading: Review the contents of all issues published during a period covered by a contest (usually one year), select the best stories, visuals, and designs, and, working with the adviser, submit for judging.
- B. Writing: Prepare for, research, write, edit, and publish an in-depth news story about a significant legal or ethical issue relevant to readers.
- C. Multimedia: Prepare for, research, write, and produce an in-depth feature for distribution online.
- D. Portfolio: Create a portfolio of work and research job and internship opportunities in the field of journalism

#### 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. Lamont, Ian. *Lean Media: How To Focus Creativity, Streamline Production, and Create Media that Audiences Love*. 1st ed., i30 Media Corporation, 2017.
5. Carroll, Brian. *Writing and Editing for Digital Media*. 3rd ed., Routledge, 2017.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS: