

Las Positas College  
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**Course Outline for MSCM 15**  
**PUBLICATION-EDITORIAL PROD**  
**Effective: Spring 2017**

**I. CATALOG DESCRIPTION:**

MSCM 15 — PUBLICATION-EDITORIAL PROD — 3.00 units

Journalism, photojournalism, content development, and production for the college newspaper. Production of the college newspaper, including writing, business management, graphic arts, leadership, and editing.

1.00 Units Lecture 2.00 Units Lab

**Strongly Recommended**

ENG 1A - Critical Reading and Composition  
or

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**Grading Methods:**

Letter Grade

**Discipline:**

	<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 this course, it is strongly recommended that the student should be able to:**

A. ENG1A

**IV. MEASURABLE OBJECTIVES:**

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

- A. perform as leader or editor as outlined in the newspaper guidelines or operations manual, take part in issue planning and in meeting all deadlines, and direct regular newspaper staffers to fulfill specific jobs;
- B. take active part in overall story development, beat coverage, application of newspaper policies, graphic style, business decisions, and editorial topics; practice collaborative decision making;
- C. explain and demonstrate specific skills pertaining to job description assumed, including editor, staff writer, and production staff;
- D. develop and apply skills in writing, editing, critical thinking, computer graphics, page design, and photo planning;
- E. work to improve the newspaper continuously to better meet the needs of the readership and Las Positas College community;
- F. practice professional journalistic standards of ethics and explain press law regarding matters of libel and privacy.

**V. CONTENT:**

- A. Prepare for, research, and write stories (news stories, feature stories, opinion pieces, and column writing) on desktop publishing system
  - 1. What is news?
  - 2. Finding stories
  - 3. Organizing your thinking
  - 4. Writing the story
  - 5. Reporting on meetings, speeches, special events, and specific beats
  - 6. Conducting research and interviews.
- B. Mastering journalistic style, standards, and traditional news values
  - 1. The Associated Press Style Guide
    - a. Overview
    - b. Use
  - 2. Ethics
  - 3. Accuracy
  - 4. The reporter and the law
- C. Understanding beginning photojournalism techniques

1. Shooting photographs
2. Selecting photographs for publications
3. Sizing photos for publication
- D. Participate in computerized layout and graphic design
  1. Introduction to computerized layout and graphic design
  2. Practice using computerized layout and graphic design
  3. Publication skills and computer applications
- E. Participate in headline writing
- F. Demonstrate understanding of style consistence
- G. Understanding the roles of writers, editors, and the production crew

#### VI. METHODS OF INSTRUCTION:

- A. Brainstorming/planning/discussing at staff meetings
- B. Democratic group decision-making in which students plan, delegate and assign jobs, choose editorial topics, govern issues regarding ethics, taste and legal considerations, with adviser providing appropriate advice and counsel
- C. Group critique sessions and analysis of publications
- D. Assignments in writing, style, and standards
- E. **Field Trips** -
- F. Individual conferences about work produced
- G. Coached supervision in necessary activities such as copyediting and proofreading
- H. Conduct critiques of issues for strengths and weaknesses
- I. **Guest Lecturers** -
- J. Lectures covering all phases of newsgathering, writing, production, and print preparation

#### VII. TYPICAL ASSIGNMENTS:

A. Reading: 1. Read Chapter 5, "Writing the Story" in *The Newswriter's Handbook: An Introduction to Journalism and complete a reading check in which you analyze and discuss some methods to improve your own writing and correct some practice sentences.* B. Writing: 1. Prepare for, research, and write a story about recycling on campus. C. Editorial: 1. Run staff meeting, including assignment of stories 2. Read and edit work of staff writers

#### VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**
  1. Deadlines, critiques, meetings, and exercises are be-weekly
  2. Semester-long preparation of portfolio of work

#### IX. TYPICAL TEXTS:

1. Associated Press *AP Stylebook and Briefing on Media Law.*, Perseus Publishing, 2002.
2. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors.* 5th ed., Bedford/St. Martin's, 2003.
3. Clark, Roy Peter and Don Fry *Coaching Writers: Editors and Reporters Working Together.*, Bedford/St. Martin's, 2003.
4. Fox, Walter *Writing the News.* 3rd ed., Iowa University Press, 2001.
5. Moen, Daryl R. *Newspaper Layout & Design.* 4th ed., Iowa State University Press, 2001.
6. Stein, M.L. and Susan Paterno *The Newswriter's Handbook, an Introduction to Journalism.*, Iowa State University Press, 1997.

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

- A. Computer card, disk, and reporter's notebook