

Las Positas College
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Course Outline for MSCM 16D
EXPRESS COLLEGE NEWSPAPER
Effective: Spring 2015

I. CATALOG DESCRIPTION:

MSCM 16D — EXPRESS COLLEGE NEWSPAPER — 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 16B - Express College Newspaper B
with a minimum grade of C

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. MSCM16B

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 16B;
- 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.

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:

- A. **Methods**
 1. Research Projects

2. Portfolios
3. Projects
4. Group Projects
5. Class Participation
6. Class Work
7. Other:

B. Frequency

1. Weekly
 - a. Research Projects: Research, interview, and develop a story for publication; guide and mentor newer staff members in researching, interviewing, and developing 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, sections, 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. Students research career opportunities and create a cover letter and resume for a specific employer.

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*. 2013 ed., Basic Books, 2013.
3. Kanigel, Rachele *The Student Newspaper Survival Guide*. 2nd ed., Wiley-Blackwell, 2012.

X. OTHER MATERIALS REQUIRED OF STUDENTS: