

JRNL 53A: STUDENT MEDIA PRACTICUM I

Foothill College Course Outline of Record

Heading	Value
Units:	5
Hours:	3 lecture, 6 laboratory per week (108 total per quarter)
Advisory:	ENGL 1A, 1AH, or 1S & 1T; not open to students with credit in JRNL 49.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable
Formerly:	JRNL 49

Description

Provides practical experience in creating basic news and feature content as members of the college newspaper, magazine or online media staff, which includes a lab that regularly produces a news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Must include weekly news assignments. May include a variety of student media across multiple platforms, including print, broadcast, and online. Includes practical experience in design/layout, visual, online, multimedia journalism, and emerging technologies. Must be student-produced with student leadership.

Course Objectives

The student will be able to:

- Employ journalistic reporting and writing skills to produce stories for a student media product, such as a newspaper, magazine or website.
- Demonstrate an understanding of the legal and ethical aspects of student media.
- Utilize basic media production technology and processes to present assignments.

Course Content

A. Employ journalistic reporting and writing skills to produce stories for a student media product, such as a newspaper, magazine, broadcast, or website

- Define relevant news content and best form for publication, such as photojournalism, broadcast journalism, print (magazine or newspaper), online and multimedia journalism
 - Gather news information weekly
 - Complete assignments for publication by stated deadlines
 - Revise and copy edit basic news and information into publishable form, with attention to accuracy, clarity, thoroughness, fairness, AP Style, and media law and ethics
 - Build a portfolio of completed projects for student media that demonstrates a range of storytelling formats/styles
- B. Demonstrate an understanding of the legal and ethical aspects of student media
- Discuss First Amendment issues

- Discuss libel, privacy and copyright law and ethics issues and policies affecting media
- Critique and self-critique newspapers, magazines, news websites and/or news broadcasts
- Utilize basic media production technology and processes to present assignments
 - Develop news stories through written, visual, audio, video or other multimedia formats
 - Determine the best format--print, multimedia, visual, etc.--for telling basic news stories
 - Complete assignments and electronically file stories, photos and video
 - Use software and web tools to present content visually
 - Develop effective design/layout for story presentation
 - Apply AP Style and legal and ethical guidelines

Lab Content

Production of a regular news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Must include weekly newsgathering activities; regardless of publication frequency.

- Finding stories
- Reporting and writing news, feature, opinion and sports stories
- Using video equipment, editing video
- Using a digital camera and photo editing software
- Electronically filing stories, photos and other visual media
- Proofreading, copyediting and improving stories
- Applying standards, including multiple named sources, adequate lead, spelling, grammar, AP Style
- Using design software
- Interviewing for news media
- Role of student media on campus
- Finding college, expert and real person sources using standard methods, websites and social media
- Online and multimedia presentation of stories
- Utilizing journalism resources, such as textbooks, guides and websites to improve skills
- Understanding and applying ethical standards for news reporting and photojournalism
- Understanding and applying ethical standards for news reporting
- Understanding news staff organization
- Understanding media law as it applies to journalism
- Using software and web programs to present stories
- Exploring careers in news media
- Exploring entrepreneurial opportunities in news media
- Using critique and self-critique to improve the product
- Understanding the business side of student media, such as advertising, promotions, printing and distribution

Special Facilities and/or Equipment

- A classroom/laboratory equipped as a news room: computers with word processing, graphic and page layout software; internet access; cameras; telephones; fax machine; portable recorders; references; basic supplies.
- When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

Method(s) of Evaluation

- Assignments evaluated for adherence to conventions of journalistic style, ethics, professionalism, and deadline timeliness across multiple platforms.

- B. Comprehension tests and a final exam requiring students to demonstrate critical thinking using concepts that have been introduced and studied throughout the course.
- C. Peer critiques and self-critiques evaluated based on thoroughness and identification of areas needing improvement.
- D. Review of portfolio and log for completeness and professionalism of presentation.

Method(s) of Instruction

- A. Lecture and visual aids
- B. Discussion of assigned reading
- C. Collaborative learning and small group exercises
- D. Laboratory experience which involve students in formal exercises of news gathering and reporting activities

Representative Text(s) and Other Materials

Examples of Primary Texts and References:

Associated Press Stylebook and Libel Manual. New York: Associated Press, 2012.

Harrower, Tim. Inside Reporting. 3rd ed. McGraw-Hill, 2013.

The Script Handbook. Latest ed.

Examples of Supporting Texts and References:

Kanigel, Rachele. The Student Newspaper Survival Guide. 2nd ed. Wiley-Blackwell, 2012.

The Missouri Group. Telling the Story: Writing for Print, Broadcast and Online Media. 5th ed. Bedford/St. Martin's, 2013.

Webster's New World College Dictionary. Recent ed. New York: Macmillian.

Harrower, Tim. The Newspaper Designer's Handbook. McGraw-Hill.

Associated Press. Associate Press Stylebook and Briefing on Media Law. Basic Books.

Kessler, Lauren, and Duncan McDonald. When Words Collide: A Media Writer's Guide to Grammar and Style. 8th ed. Cengage, 2012.

Strunk, William. The Elements of Style. Tribecca Books.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- A. Complete one or more basic reporting/writing and/or visual media and/or online assignments per week, such as coverage of one event; submit by deadline.
- B. Read about and react to journalistic concepts and issues using critical thinking skills.
- C. Participate in self-critiques and peer critiques.
- D. Compile a digital or print portfolio of completed work, including a log of activities with descriptions of learning experiences and time spent on assignments.

Discipline(s)

Communication Studies, English, Journalism