

**JOUR 52A Course Outline as of Spring 2021****CATALOG INFORMATION**

Dept and Nbr: JOUR 52A Title: NEWS MEDIA PRACTICE 1

Full Title: News Media Practice 1

Last Reviewed: 12/9/2019

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	3.00	8	Lab Scheduled	52.50
		Contact DHR	0		Contact DHR	0
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

A lecture/laboratory course that produces The Oak Leaf, the Santa Rosa Junior College news media that includes a website, a magazine and social media sites. Students learn journalistic standards, media ethics, writing, editing, design, multimedia, social media and other skills required in modern news production.

**Prerequisites/Corequisites:****Recommended Preparation:**

Course Completion or Concurrent Enrollment in JOUR 1

**Limits on Enrollment:****Schedule of Classes Information:**

Description: A lecture/laboratory course that produces The Oak Leaf, the Santa Rosa Junior College news media that includes a website, a magazine and social media sites. Students learn journalistic standards, media ethics, writing, editing, design, multimedia, social media and other skills required in modern news production. (Grade Only)

Prerequisites/Corequisites:

Recommended: Course Completion or Concurrent Enrollment in JOUR 1

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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### **CID:**

CID Descriptor:	JOUR 130	Lower Division Student Media Practicum I
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SRJC Equivalent Course(s):	JOUR52A OR JOUR52B
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### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Participate as a productive team member of a college news media staff.
2. Explain the news production process from story idea to completed product, and critique articles after publication.
3. Write typical genre stories in at least one of the following sections: news, feature, opinion, sports or arts and entertainment; and edit stories for publication in print and online.
4. Create one type of multimedia, social media or mobile journalism news or feature story.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Participate in story budget meetings and discuss libel and ethical issues as they apply to news production.
2. Articulate elements of magazine design, headline and cutline writing, photo selection and page layout.
3. Demonstrate ability to help with tasks associated with production, such as copyediting, headline and cutline writing, photo editing, design, layout, website uploading and magazine distribution.
4. Develop story ideas, conduct research and interviews and write articles for one of the following sections: news, feature, opinion, sports or arts and entertainment.
5. Create a multimedia, social media or mobile journalism news or feature story, using blend of audio, photos, video and text.
6. Edit stories for content, Associated Press (AP) Style, grammar and punctuation.

### **Topics and Scope:**

- I. Oak Leaf Manual
  - A. Rules of The Oak Leaf
  - B. Goals and standards
- II. Production Process
  - A. Procedures
  - B. Teamwork
- III. Libel and Ethics
- IV. AP Style
- V. Editing
  - A. Content editing
  - B. Grammar
  - C. Punctuation
- VI. Headlines and Cutlines
- VII. Multimedia Storytelling
  - A. Video
  - B. Podcasting
  - C. Other technologies
- VIII. Social and Mobile Media
  - A. Mobile reporting skills
  - B. Social media reporting
  - C. Social media marketing
- IX. Layout and Design
  - A. Design principles
  - B. Basic layout
  - C. Magazine production proofing
- X. Photo Editing and Selection
- XI. Website Production
- XII. Critiquing The Oak Leaf
- XIII. Journalism Jobs and Internships

All topics are covered in the lecture and lab portions of the course

### **Assignment:**

Lecture- and Lab-related Assignments:

1. Participate in the production of the student newspaper and website, which typically involves a blend of reporting, writing, editing, photography, design and layout
2. Create a portfolio of published articles, photographs and multimedia stories

### **Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Portfolio of articles
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Writing 10 - 75%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None	Problem solving 0 - 0%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
Production skills, photography, and/or layout	Skill Demonstrations 10 - 75%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
None	Exams 0 - 0%
<b>Other:</b> Includes any assessment tools that do not logically fit into the above categories.	
Class participation, teamwork	Other Category 10 - 30%

**Representative Textbooks and Materials:**  
The Associated Press (AP) Style Book. The Associated Press. Current year