

JOUR 54 Course Outline as of Fall 2013

CATALOG INFORMATION

Dept and Nbr: JOUR 54

Title: MAG ARTICLE WRITING

Full Title: Magazine Article Writing

Last Reviewed: 1/28/2019

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	1.00	6	Lab Scheduled	17.50
		Contact DHR	2.00		Contact DHR	35.00
		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 or P/NP

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

Also Listed As:

Formerly:

Catalog Description:
Introductory course in writing non-fiction magazine articles and creating multimedia magazine stories. Students will learn to develop story ideas, submit query letters to publications, conduct interviews and research, write and edit articles for publication.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 1A or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: Introductory course in writing non-fiction magazine articles and creating multimedia magazine stories. Students will learn to develop story ideas, submit query letters to publications, conduct interviews and research, write and edit articles for publication. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 1A or equivalent

Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	Fall 2018
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Major Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course, students will be able to:

1. Develop story ideas and match to appropriate publications, both print and online.
2. Write and submit email and print query letters to targeted publications.
3. Find sources and conduct research and interviews for articles.
4. Write at least three different types of magazine articles, such as a feature, profile and personal experience essay.
5. Analyze and critique student and professional magazine articles, both in print and in multimedia formats.

Topics and Scope:

- I. Magazine Industry
 - A. Success/failures
 - B. Content analysis
 - C. Online trends
- II. Developing Ideas
 - A. Types of articles
 - B. Analyzing interests
 - C. Brainstorming
- III. Research and Sources
 - A. Online research
 - B. Cultivating sources
- IV. Interviewing
 - A. Preparation
 - B. Interview techniques
 - C. Quotes and attribution
- V. Query Letters

- A. Successful queries
- B. Structure
- C. Submission guidelines
- VI. Feature Story Writing
 - A. Organizing material
 - B. Story structures
 - C. Leads and nut graphs
- VII. Refining and Editing
 - A. Grammar and style
 - B. Clarity and conciseness
 - C. Voice and tone
- VIII. Constructive Critiques
- IX. Writing Profiles
 - A. Interviewing for profiles
 - B. Details and observation
 - C. Profile structures
- X. Personal Experience Articles
 - A. Columns and commentary
 - B. Reviews and criticism
 - C. Personal essays
- XI. Multimedia Magazine Pieces
 - A. Podcasting/audio
 - B. Audio slideshows
 - C. Video pieces
 - D. New technologies

Assignment:

1. Three or more articles (10 to 20 pages total) that may include issue-oriented feature story, profile, personal experience article, multimedia project or other.
2. Reading 15 to 40 pages per week in textbook and magazine article collection book.
3. Five to fifteen short assignments to build reporting and writing skills that may include:
 - a. reader analysis
 - b. content analysis
 - c. developing story ideas
 - d. finding sources
 - e. writing queries
 - f. interviewing
 - g. writing leads and nut graphs
 - h. editing exercises
 - i. critiquing articles
4. One to two midterm(s) and a final exam.

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.

Articles and multimedia project and Homework
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Writing 50 - 65%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving
0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

1-2 midterm(s) and a final exam that can include multiple choice, short answer and skill demonstration

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and classroom participation

Other Category
5 - 20%

Representative Textbooks and Materials:

Instructor-prepared materials

The Best American Magazine Writing. American Society of Magazine Editors, ed. Harper Collins Publishing Inc.: current year

Feature and Magazine Writing. Sumner, David and Miller, Holly G. Blackwell Publishing Professional: 2009

Uncovering the Secrets of Magazine Writing. Hamilton, Nancy. Allyn & Bacon: 2005