

CATALOG INFORMATION

Dept and Nbr: JOUR 54B      Title: MAG WRIT/ PROD 2  
Full Title: Magazine Journalism: Writing and Production 2  
Last Reviewed: 1/28/2019

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	2.50	6	Lab Scheduled	43.75
		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: 87.50

Total Student Learning Hours: 175.00

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:**  
Advanced studies in magazine article writing and production in which students will publish and market an online and/or print magazine from story idea to completed product. Students will develop stories and themed content for the online SRJC magazine, or submit queries and content to outside publications.

**Prerequisites/Corequisites:**  
Course Completion of JOUR 54A

**Recommended Preparation:**  
Eligibility for ENGL 1A or equivalent

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Advanced studies in magazine article writing and production in which students will publish and market an online and/or print magazine from story idea to completed product. Students will develop stories and themed content for the online SRJC magazine, or submit queries and content to outside publications. (Grade or P/NP)  
Prerequisites/Corequisites: Course Completion of JOUR 54A

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:**

<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:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 2019	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**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 an advanced team member of an online or print magazine staff from inception to publishing and marketing/distribution.
2. Apply higher level reporting, writing and multimedia skills to create content for three different types of text-based or multimedia magazine articles from idea to publishing, with at least one in-depth feature-length piece.
3. Demonstrate continued development in content creation skills (writing, photography, design, multimedia) and build upon portfolio of story pitches and clips.

### **Objectives:**

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

1. Participate in editorial planning meetings and discuss libel and ethical issues as they apply to magazine production may also hold leadership role.
2. Articulate elements of magazine design, headline and cutline writing, photo selection and page layout, both online and in print.
3. Demonstrate ability to help with tasks associated with online magazine production, such as copyediting, headline and cutline writing, photo editing, design, layout, website uploading and social media marketing.
4. Develop story ideas and create content for at least three types of magazine articles, with at least one in-depth, feature-length piece. Content can include writing, photography, design or multimedia.
5. Edit stories for content, style, grammar and punctuation.
6. Discover and refine their own journalistic style and advance their writing, editing and multimedia skills.

## Topics and Scope:

### I. The Magazine Industry and Jobs

- A. National vs. regional, general interest vs. specialty, indie vs. mainstream, online vs. print
- B. Audience/readership studies
- C. Success/failures
- D. Evolving media culture/industry outlook
- E. Internships and career opportunities

### II. Magazine Production Overview - Print and Online

- A. What goes where in a print magazine
  - 1. Whole-issue pacing
  - 2. Up-fronts, sections and feature well
- B. Editorial philosophy development
- C. Goals and standards
- D. Self-publishing online (SRJC magazine)
- E. Teamwork and roles
- F. Online presence management
- G. Strategies for effective leadership

### III. Libel and Ethics in Magazine Journalism

### IV. Content Development and Creation

- A. Brainstorming article ideas\*
- B. Story pitch writing\*
- C. Query letter writing and submission guidelines\*
- D. Art, photography and design planning and production\*
- E. Research and source development\*
- F. Interviewing practice\*
- G. Lead and nut graph writing\*
- H. Story structure practice (news, features, profile, personal experience)\*

### V. Story Article Types and Storytelling

- A. Short articles, such as listicles, how-to, local travel or localized news
- B. Feature Stories
  - 1. Organizing material
  - 2. Story structures
  - 3. Leads and nut graphs
  - 4. Feature types (such as public interest, service journalism, investigative, lifestyle etc.)
- C. Profiles
  - 1. Interviewing for profiles
  - 2. Details and observation
  - 3. Profile structure
- D. Personal Experience Articles
  - 1. Columns and commentary
  - 2. Reviews and criticism
  - 3. Personal essays with reader focus
- E. Storytelling techniques
  - 1. Story arcs - Freytag's Pyramid
  - 2. Conflict, complication, resolution
  - 3. Story tropes

### VI. The Editing Process

- A. Fact checking and content editing\*
- B. Copy editing (grammar, punctuation and house style)\*
- C. Developmental editing (clarity, conciseness, voice, tone)\*
- D. Constructive critiquing

- E. Writing headlines, decks and captions\*
- VII. Visual Storytelling
  - A. Story packaging: matching package to idea and packaging stories and art
  - B. Sidebars, pull quotes, captions
  - C. Photo taking, editing and selection\*
  - D. Finding or creating art and/or graphics\*
  - E. Storytelling through written, visual, audio, video or other multimedia formats
- VIII. Social Media Marketing Techniques and Strategies
- IX. The Business Side of the Publication
  - A. Advertising and sales
  - B. Distribution (online and print)

\*Lab only

### **Assignment:**

#### Lecture-Related Assignments:

1. At least one exam

#### Lab-Related Assignments:

1. Advanced participation in the production of an online or print student magazine, which typically involves a blend of reporting, writing, editing, photography, design and possibly multimedia

#### Lab- and Lecture- Assignments:

1. Develop story ideas and create content for at least three types of magazine articles, with at least one in-depth feature. Content can include writing, photography, design or multimedia
2. Create a portfolio of published content
3. Five to twelve short assignments to build magazine production skills that may include:
  - A. Magazine mock-ups and/or build-your-own magazine
  - B. Writing exercises
  - C. Interviewing practice
  - D. Finding sources
  - E. Writing queries
  - F. Writing leads and nut graphs
  - G. Editing exercises
  - H. Critiquing articles
  - I. Social media marketing research

### **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, short assignments and critiques
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Writing 30 - 70%
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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%

**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.

Exam(s)

Exams  
20 - 30%

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

Class participation, teamwork and production hours; design and multimedia

Other Category  
10 - 50%

### **Representative Textbooks and Materials:**

Instructor-prepared materials.

The Best American Magazine Writing. Holt, Sid. Columbia University Press. 2018

Magazine Writing. Benson, Christopher and Whitaker, Charles. Routledge. 2014 (classic)

Feature and Magazine Writing. 3rd ed. Sumner, David and Miller, Holly. Wiley-Blackwell. 2013 (classic)

The Art of Making Magazines: On Being an Editor and Other Views from the Industry. Navasky, Victor and Cornog, Evan. Columbia University Press. 2012 (classic)