

## Journalism 1: Introduction to Journalism

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415-370-8945

### Office Hours:

Wed 1pm-1:30pm (Petaluma Campus)

Thu 8am-8:30am (Santa Rosa Campus)

Class begins: 01/17/2018    Class ends: 05/16/18    Final Exam: 05/23/18

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## Course Description

Introduction to journalism, news reporting and writing with an emphasis on journalistic standards, media ethics and the changing nature of the news industry. Students will learn fundamental reporting skills and write news and feature articles for possible publishing in the Oak Leaf college newspaper and/or website.

## Student Learning Outcomes

### Student Learning Outcomes:

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

1. Apply reporting and writing skills to create a portfolio of news and feature articles.
2. Analyze and discuss objectivity, ethics, libel cases and other judgments in news stories and news selection.
3. Critically evaluate the role of the news media in American society.

### Objectives:

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

1. Develop story ideas, identify sources, conduct interviews and research and write different types of news and feature articles.
2. Distinguish between news and feature articles in terms of lead, content, sources and story structure.
3. Use copyediting skills and knowledge of AP style to edit, refine and improve articles.
4. Apply ethical philosophies to the evaluation of news judgments regarding use of controversial photos, conflicts of interest, withholding information and other ethical dilemmas.
5. Analyze libel and invasion of privacy case studies and determine potential outcomes based on knowledge of media law.
6. Discuss and critically analyze the dynamic status of news media in America, including objectivity, framing and bias, media consolidation, the democratizing role of the Internet and other issues.

## Class Format

This class is being taught in a hybrid format - partially in person and partially online. It has been structured to accommodate both experienced online class participants and novices. You must be familiar with the basic functions of a computer, word processing, presentation software, and internet access. You also need to have software to view and complete your work.

Students will use the Canvas course web site for assignment instructions, discussion questions, submitting assignments, viewing classmates' work, sharing resources, and viewing grades.

Get to know the Canvas environment and your course - try all the links! Check out the settings! Personalize and customize, so that the setup is as effective for you as possible. You can set notification preferences. The navigation and completion is up to you. **Remember: hybrid learning offers convenience, but requires time management \*and\* self-motivation.**

# Discussions

You are required to complete *online discussions each week*. Topics are provided and the discussion submissions require thought and **\*\*research\*\***. Posts should be substantive (at least five (5) comprehensive sentences each). Please include the research/evidence/supporting info you are relying on to answer each question.

*Initial discussion posts* are due **EVERY FRIDAY AT 11:59PM**.

You must then respond to at least one classmates.

*Classmate Responses* are due **EVERY SUNDAY AT 11:59PM**.

**\*\*\*NOTE: YOU MUST POST WITHIN THE WEEK  
THAT THE DISCUSSIONS ARE DUE.  
LATE DISCUSSION POSTS WILL NOT BE ACCEPTED.\*\*\***

The purpose of the discussion boards is to respectfully discuss issues, topics, events, using research. They are similar to short papers. The requirements are detailed in each forum link. Possible points for each discussion post is 10, and possible points for each response is 5, for a total of 15 weekly points.

Please abide by these guidelines:

- Use informative subject lines/titles
- Stick to the required topic and use pertinent examples
- Think, plan and research before you post
- Do not forward someone else's messages without permission

*NOTE: I will drop \*one\* discussion post and \*one\* discussion response from the final point scores (they do not need to be the same topic weeks). So, you are able to miss one full week with no penalty.*

# Contact Information & Best Practices

I respond to emails within 12-24 hours. I may not respond on Sundays, so please expect a response to those messages on Monday. If you have issues, **contact me** (and not just in the last weeks). Your **ONLY** chance to extend any deadline is to contact me **BEFORE** that deadline to explain your situation. There are no make-ups.

# Textbook

## Required Books

1. [Writing & Reporting the News for the 21<sup>st</sup> Century: The Speed at Which We Travel](#) (Links to an external site.)Links to an external site., by Yumi Wilson, Gina Baleria, & Grace Provenzano
2. Subscription to *New York Times* or *Washington Post* (Student discounts available)
3. Articles and other readings on Canvas

## Strongly Recommended

1. [Associated Press Stylebook and Libel Manual](#) (Links to an external site.)Links to an external site. (2018)

## Recommended Viewing:

- *The Post*
- *All the President's Men*

- *Spotlight*
- *Truth*
- *Shattered Glass*
- *Citizen Four*
- *The Most Dangerous Man in America: Daniel Ellsberg*
- *Kill the Messenger*
- *Sorry to Bother You*

#### **Recommended News Outlets to Follow (incomplete list)**

- [Center for Investigative Reporting \(CIR\)/ Reveal News \(Links to an external site.\)Links to an external site.](#)
- [The Marshall Project \(criminal justice\) \(Links to an external site.\)Links to an external site.](#)
- [The New York Times \(Links to an external site.\)Links to an external site.](#)
- [The Washington Post \(Links to an external site.\)Links to an external site.](#)
- [The LA Times \(Links to an external site.\)Links to an external site.](#)
- [AllSides News \(Links to an external site.\)Links to an external site.](#)
- [California Forward \(CA governance\) \(Links to an external site.\)Links to an external site.](#)
- [Business Insider \(Links to an external site.\)Links to an external site.](#)
- [PBS NewsHour \(Links to an external site.\)Links to an external site.](#)
- [Santa Rosa Press Democrat \(Links to an external site.\)Links to an external site.](#)
- [Associated Press \(Links to an external site.\)Links to an external site.](#)
- [Reuters \(Links to an external site.\)Links to an external site.](#)
- [SRJC Oak Leaf \(Links to an external site.\)Links to an external site.](#)
- [FiveThirtyEight \(Data\) \(Links to an external site.\)Links to an external site.](#)
- [BBC News \(Links to an external site.\)Links to an external site.](#)
- [Frontline \(Links to an external site.\)Links to an external site.](#)
- [The Economist \(Links to an external site.\)Links to an external site.](#)
- [The Atlantic \(Links to an external site.\)Links to an external site.](#)
- [Buzzfeed \(Links to an external site.\)Links to an external site.](#)
- [NPR \(Links to an external site.\)Links to an external site.](#)
- [KQED \(Links to an external site.\)Links to an external site.](#)
- [Roll Call \(Links to an external site.\)Links to an external site.](#)
- [Politico \(Links to an external site.\)Links to an external site.](#)

#### **News Orgs and Resources (can follow in FB) (incomplete list)**

- [The Poynter Institute \(Links to an external site.\)Links to an external site.](#)
- [Columbia Journalism Review \(Links to an external site.\)Links to an external site.](#)
- [Society of Professional Journalists \(Links to an external site.\)Links to an external site.](#)
- [Committee to Protect Journalists \(Links to an external site.\)Links to an external site.](#)
- [Knight Digital Media Center \(Links to an external site.\)Links to an external site.](#)
- [Nieman Foundation \(Links to an external site.\)Links to an external site.](#)
- [Project for Excellence in Journalism \(Links to an external site.\)Links to an external site.](#)
- [American Society of News Editors \(Links to an external site.\)Links to an external site.](#)
- [Grammar Girl \(Links to an external site.\)Links to an external site.](#)
- [AP Stylebook \(Links to an external site.\)Links to an external site.](#)
- [Electronic Frontier Foundation \(Links to an external site.\)Links to an external site.](#)
- [Newseum \(Links to an external site.\)Links to an external site.](#) and [Newseum Front Pages \(Links to an external site.\)Links to an external site.](#)
- [FactCheck.org \(Links to an external site.\)Links to an external site.](#)
- [Snopes.com \(Links to an external site.\)Links to an external site.](#)
- [Journalist's Toolbox \(Links to an external site.\)Links to an external site.](#)

# Important Dates

Day Class Begins: **Jan. 17**

Day Class Ends: **May. 23**

Last Day to Add without instructor's approval: **Jan. 20**

Last Day to Drop with refund: **Jan. 27**

Last Day to Add with instructor's approval: **Feb. 3**

Last Day to Drop without a 'W' symbol: **Feb. 3**

Last Day to Opt for Pass/No Pass: **Feb. 24**

Last Day to Drop with a 'W' symbol: **Apr. 21**

## Questions/Problems/Concerns

I want you to do your best in this class and earn the highest grade you possibly can. If you have an accommodation letter please submit it to me as soon as possible. If there is any other factor that could affect your class performance, contact me as soon as possible. It is always better to ask permission than forgiveness.

Technical support is offered by Canvas 24/7. The phone number is (844) 698-7484. In addition, there are websites with training and answers, such as: <https://community.canvaslms.com/welcome> (Links to an external site.)[Links to an external site.](#)

## Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class. **Note: I appreciate an email to let me know you plan to drop the course and why. If life, illness, work or other classes overwhelm you, talk to me first before dropping. We may be able to work out a revised schedule to accommodate.**

## Attendance

Attendance is expected every week through completion of discussions and exercises. Absences will result in lower participation grades. Students will be allowed to miss one class period without penalty. For each class period missed, a student's participation grade will be lowered by one half of a letter grade. Students are responsible for all lecture material presented in class regardless of attendance. High participation grades require **active participation** in class discussions and exercises. According to SRJC District Policy, if you miss more than 10% of the total hours that the class meets (2 weeks), you may be dropped from the course. Students should contact the instructor as soon as possible if an emergency situation develops that prevents attendance in class.

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. Instructors are required to drop all No-Show students immediately following the second class meeting. A No-Show is an enrolled student who has not attended any class meeting of the course. For classes that meet online, a No-Show is an enrolled student who has not logged on and initiated active participation by 11:59 p.m. Pacific Time of the second day of the class.

## Instructor Announcements and Q&A Forum

The instructor will post announcements on the Announcements page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences.

# Late Policy

All assignments are due **at 11:59 p.m. Pacific Standard Time** on the due date.

- For discussions and tests & quizzes, NO LATE WORK accepted.
- For exercises and article assignments, late work will be docked 10 points per day *for up to five days*.
- **NO work accepted beyond five days after due date. NO EXCEPTIONS.**

# Exams

There will be one midterm and one final exam as well as several quizzes. The material comes from the textbook, class lectures and supplemental materials. If any exam is missed, a zero will be recorded as the score. It is your responsibility to take the exams by the due date.

# Grading Policy

Click the “Grades” link in Canvas to keep track of your grades. I grade every one to two weeks and post grades and comments in the Canvas gradebook. **IMPORTANT: Do not rely on the letter grade Canvas gives you. It may not reflect updated grading, attendance and other important scored elements of the course. Use Canvas to see and submit discussions, assignments and quizzes.**

Grades will be assigned as follows:

- A 90% 900 points or more
- B 80% 800 to 900 points
- C 70% 700 to 800 points
- D 60% 600 to 700 points

# Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page. \(Links to an external site.\)](#)[Links to an external site.](#)

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work.

# Plagiarism

Plagiarism is the most serious ethical violation in journalism. Do not copy sentences, paragraphs or whole articles from the web, other newspapers or other sources. Do not falsify quotes or make up sources. If a student commits such an ethical violation, he or she will receive no points on the project and may be dropped from the class.

See these links on Plagiarism:

[SRJC Writing Center Lessons on avoiding plagiarism \(Links to an external site.\)](#)[Links to an external site.](#)

[SRJC's statement on Academic Integrity \(Links to an external site.\)](#)[Links to an external site.](#)

# Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278).

## JOURNALISM 1 SCHEDULE: Spring 2019

**ALL WORK IS DUE BY THE LAST DAY OF CLASS 05/23/18  
NO EXCEPTIONS.**

WEEK	TOPIC	READING	CLASS PLAN	ASSIGNMENT DUE
(1) 01/17/19	Intro; Course Overview; The Media Landscape; Beats; Ledes	***	Go over Canvas & Syllabus  Write inverted pyramid	***
(2) 01/24/19	<i>Beats &amp; The News Landscape</i>	Ch 4, <i>News for 21<sup>st</sup> Century</i>	Choose Beats, work with Beat team to brainstorm story ideas	*EXERCISE: Beat & story ideas
(3) 01/31/19	<i>Story Writing:</i> Inverted Pyramid, Story Structure, AP Style	Ch 6, <i>News for 21<sup>st</sup> Century</i>	News writing & multimedia	*EXERCISE: Inverted Pyramid Story
(4) 02/07/19	<i>Sources &amp; Interviewing</i> Identifying sources Prepping, listening, accuracy, attribution	Ch 7, <i>News for 21<sup>st</sup> Century</i>	Interview practice AP Style	*EXERCISE: AP Style
(5) 02/14/19	<i>Attribution &amp; Quoting Sources</i>	Ch. 1, <i>News for 21<sup>st</sup> Century</i>	Guest Speaker: SRPD Officer	*DUE: Website Portfolio
(6) 02/21/19	<i>Social Media &amp; Headline Writing</i>	Ch. 9, <i>News for 21<sup>st</sup> Century</i>	Social media writing	*DUE: Article #1 w/image (PD write ups) & Social Media Posts
(7) 02/28/19	<i>Attribution &amp; Image Use:</i> Copyright & CC	Ch. 3 (section on copyright) & 10	PRACTICE: Image Rights	DUE: Rewrite of Article #1
(8) 03/07/19	<i>What is Newsworthy?</i> Coverage, Angles, & Ownership	Intro & Ch 11, <i>News for 21<sup>st</sup> Century</i>	Guest Speaker: Journalist from Press Democrat	*DUE: Research for Article #2 (speaker)
(9) 03/14/19	<i>Story Editing</i>	Ch 12 & 15, <i>News for 21<sup>st</sup> Century</i>	editing for clarity & conciseness	*DUE: Interview questions for Article #2 (speaker)

<b>**03/21/19**</b>	<b>***SPRING BREAK***</b>	***	***	***
<b>(10) 03/28/19</b>	<i>MIDTERM TEST &amp; PORTFOLIO SITE</i>	***	***	*DUE: Article #2 (speaker) & Social Media Posts *Take test on Canvas
<b>(11) 04/04/19</b>	<i>Media Law:</i> First Amendment, FOIA, Defamation, Privacy	Ch 3, <i>News for 21<sup>st</sup> Century</i> (REMAINING SECTIONS)	Editing	DUE: Rewrite of Article #2
<b>(12) 04/11/19</b>	<i>Media Ethics:</i> Plagiarism, Conflicts of Interest, etc.	Ch. 2, <i>News for 21<sup>st</sup> Century</i>	Researching Fake News	*DUE: Research for Article #3 (meeting/event)
<b>(13) 04/18/19</b>	<i>Numbers &amp; Data:</i> Polls, studies, statistics	Ch 8, <i>News for 21<sup>st</sup> Century</i>	Create an infographic & Mapping	*DUE: Interview questions for Article #3 (meeting/event)
<b>(14) 04/25/19</b>	<i>Feature Writing</i> Types of features, Story organization	Ch 5, <i>News for 21<sup>st</sup> Century</i>	Feature Ledes	DUE: Article #3 (meeting/event) & social media
<b>(15) 05/02/19</b>	<i>Feature Writing</i> (pt. 2)	Ch. 14, <i>News for 21<sup>st</sup> Century</i>	Feature Story practice	DUE: Rewrite of Article #3 DUE: Article #4 (feature) Interview Prep Background
<b>(16) 05/09/19</b>	<i>Objectivity &amp; Fairness:</i> Bias, Framing, & Angles	Ch. 13, <i>News for 21<sup>st</sup> Century</i>	AP Style Quiz Bias	DUE: Article #4 (feature) Interview questions
<b>(17) 05/16/19</b>	<i>Story Promotion</i> Digital and social media	Ch 16, <i>News for 21<sup>st</sup> Century</i>	PRACTICE: News Releases & Social Media	*DUE: Article #4 (feature) & social media posts
<b>FINALS WEEK 05/23/19</b>	<i>FINAL TEST &amp; PORTFOLIO</i>	***	***	DUE: Final Portfolio DUE: Final Test

## ASSIGNMENTS

<u>Assignment</u>	<u>Weight</u>	<u>Points</u>
Portfolio Website	10%	100 points
Articles (4) (possibly for Oak Leaf) (100 pts each)	40%	400 points
Weekly Exercises	20%	200 points
Midterm Test	5%	50 points
Final Test	5%	50 points
Attendance, Participation, Discussion, Collaboration	20%	200 points

**Total Points = 1000** 900-1000 = A; 800 -900 = B; 700-800 = C; 600-700 = D

## ASSIGNMENT SUMMARIES

**Portfolio Website:** You will create your own simple website, where you will submit/post all of your articles. I will grade articles that are PUBLISHED on your site and give you feedback. I expect you to then revise your articles based on the feedback you receive. The following web pages are REQUIRED:

- *Home:* By looking at this page, user should be able to understand your beat/focus area
- *About:* This page is about YOU and why you chose your beat and are pursuing journalism.
- *Blog:* Where your assignment articles will be posted
- *Contact:* Should include email and relevant social media
- *Additional Pages* (optional): Any other content you would like to include or have represented on your site

**Articles:** You will write **four** articles for submission to the *Oak Leaf*. Please submit articles to professor for editing first by posting in the appropriate Google Drive folder. **Articles must be turned in/published on deadline, both for class and *Oak Leaf*. Each subsequent class day will lower grade on assignment by one full letter grade.**

- 1) **Police story** (not for Oak Leaf)
- 2) **Speaker story**
- 3) **News/meeting or event** (choose one type)
- 4) **Feature or profile**

**Final Portfolio:** an update of your portfolio website, including edits to articles and pages:

### **Weekly Exercises**

There will be weekly short assignments and exercises to help you develop your writing skills. These will be started (and often completed) in class. Some may require additional time outside of class.

### ***Oak Leaf* Office Hours (Extra Credit)**

Each student should try to spend at least two hours this semester at the *Oak Leaf*, preferably during a production week. The *Oak Leaf* staff will try to make use of your talents. Jobs may include fact checking, proofing pages, delivering newspapers, or writing a quick story. Office hours are typically 2-5:30 p.m. Tuesdays and Thursdays, but those expand to Monday and Wednesday during production week. Story budget meetings are from 2:45 to 3 p.m. Tuesdays and Thursdays at the Oak Leaf, Analy Village, Room 643.

# How to Get a Good Grade in This Class

## How to get a good grade in this class

1. Attendance is everything. Miss three classes and it will be difficult to get an A. Three unexcused absences will automatically lower your grade. To have an absence excused, please bring in doctor's note. Call or email me when absent, preferably before class.
2. In class or lab, **please do not text, post to social media, check email, surf the web (unless instructed) or do work for other classes during class time.** These activities will affect your class participation grade.
3. Keep up with the reading! Reading should be done each week as assigned. We will also be discussing articles in class. Class participation is a large part of your grade.
4. Keep criticism constructive. Part of learning to be a better writer is accepting comments, criticism and suggestions from others.
5. Meet your deadlines! Deadlines rule in journalism. Articles should be turned in on time, unless you've spoken to me first. Out-of-class assignments should be turned in on time (even if you are sick and miss class). Skipping class on assignment due dates is not advised; your assignment is still late.
6. Bring in clips! Read newspapers, watch news programs and bring in interesting media-related items to discuss.
7. Attend a story budget meeting at the *Oak Leaf* (2:45 – 3 p.m. Tu/Th).
8. Contribute additional hours to the *Oak Leaf* or write an additional story.
9. If you have a problem, talk to me as soon as possible.