

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

Dept and Nbr: JOUR 52C Title: NEWS MEDIA PRACTICE 3

Full Title: News Media Practice 3

Last Reviewed: 11/14/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	5.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	5.00	Lab Scheduled	9.00	8	Lab Scheduled	157.50
		Contact DHR	0		Contact DHR	0
		Contact Total	11.00		Contact Total	192.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 262.50

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 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:**

JOUR 52B with a grade of "C" or better

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

Description: A lecture/laboratory course that produces The Oak Leaf, the 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: JOUR 52B with a grade of "C" or better

Recommended:  
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 1981	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

### **CID:**

CID Descriptor: JOUR 131 Lower Division Student Media Practicum II  
SRJC Equivalent Course(s): JOUR52C OR JOUR52D

### **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 with increased responsibility from Jour 52B, likely serving as section editor or editor-in-chief, and demonstrate leadership abilities to help guide newer staff members in their skills development.
2. Write typical genre stories in three or more of the following sections: news, feature, opinion sports or arts and entertainment; edit stories for publication in print and online.
3. Create story packages for print or online that may include the main article, sidebars, photos, charts and/or illustrations.
4. Create two types of multimedia, social media or mobile journalism news or feature stories.

### **Objectives:**

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

1. Participate in or run story budget meetings and discuss libel and ethical issues as they apply to news media production.
2. Articulate elements of magazine design, headline and cutline writing, photo selection and page layout.
3. Demonstrate ability to help with and/or delegate tasks associated with magazine and website production, such as copyediting, headline and cutline writing, photo editing, design, layout and magazine distribution.
4. Develop story ideas, conduct research and interviews, and write articles for three or more of the following sections: news, feature, opinion, sports or arts and entertainment.
5. Create two types of multimedia, social media or mobile journalism news or feature stories, using blend of audio, photos, video or text.

6. Edit stories for content, Associated Press (AP) Style, grammar and punctuation.
7. Demonstrate ability to upload stories and photos to website.
8. Demonstrate ability to design pages or make corrections using page design software.
9. Select articles, photographs and artwork for publication.
10. Demonstrate ability to teach and guide newer staff members in reporting, writing, editing, layout and multimedia creation.

### **Topics and Scope:**

- I. Oak Leaf Manual
  - A. Rules of The Oak Leaf
  - B. Goals and standards
- II. Production Process
- 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

### **Assignment:**

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; headline and cutline writing
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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%

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

Production skills, photography, layout

Skill Demonstrations  
10 - 75%

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

None

Exams  
0 - 0%

**Other:** 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