**JOUR 52B Course Outline as of Fall 2023**

# CATALOG INFORMATION

Dept and Nbr: JOUR 52B Title: NEWS MEDIA PRACTICE 2
Full Title: News Media Practice 2
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

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|---|---|
| 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, magazine, and social media sites. Students learn journalistic standards, media ethics, writing, editing, design, photojournalism, multimedia, social media, and other skills required in modern news production.

**Prerequisites/Corequisites:**
JOUR 52A 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, magazine, and social media sites. Students learn journalistic standards, media ethics, writing, editing, design, photojournalism, multimedia, social media, and other skills required in modern news production. (Grade Only)
Prerequisites/Corequisites: JOUR 52A 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:

| | | | |
|---|---|---|---|
| **AS Degree:** | **Area** | Effective: | Inactive: |
| **CSU GE:** | **Transfer Area** | Effective: | Inactive: |
| **IGETC:** | **Transfer Area** | Effective: | Inactive: |

| | | | | |
|---|---|---|---|---|
| **CSU Transfer:** | Transferable | Effective: | Fall 1981 | Inactive: |
| **UC Transfer:** | | Effective: | | Inactive: |

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

**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 news media staff with increased responsibility from JOUR 52A, possibly serving as a section editor or editor-in-chief.
2. Write typical genre stories in at least two of the following sections: news, feature, opinion, sports or arts and entertainment; and edit stories for publication in print and online.
3. Create story packages for print or online that may include the main article, sidebars, photos, chart, illustrations, and multimedia elements.

**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 media production.
2. Demonstrate ability to help with tasks associated with news production, such as copyediting, headline and cutline writing, photo editing, design, layout, and magazine distribution.
3. Develop story ideas, conduct research and interviews, and write articles for two of the following sections: news, feature, opinion, sports or arts and entertainment.
4. Create story packages for print or online that incorporate an article, sidebars, charts, illustrations, photos, audio (podcasts), video or other multimedia elements.
5. Edit stories for content, Associated Press (AP) style, grammar, and punctuation.
6. Demonstrate ability to upload stories and photos to website.

**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 recording/editing
B. Podcasting and audio recording/editing
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. Photojournalism
A. Shooting events, i.e., festivals, speeches, protests, breaking news etc.
B. Profiles and portraits
C. Sports photography
D. 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 & Lab-Related Assignments:
1. Participate in the production of the student news media, which typically involves a blend of reporting, writing, editing, photography, video and design.
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.

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| Portfolio of work | Writing<br>10 - 75% |

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

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| None | Problem solving<br>0 - 0% |

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

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| Production skills | Skill Demonstrations<br>10 - 75% |

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

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| None | Exams<br>0 - 0% |

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

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| Class participation, teamwork | Other Category<br>10 - 30% |

**Representative Textbooks and Materials:**
Associated Press Stylebook. 56th ed. The Associated Press. Basic Books. 2022-2024