JOUR 52D Course Outline as of Fall 2023

CATALOG INFORMATION

Dept and Nbr: JOUR 52D   Title: NEWS MEDIA PRACTICE 4
Full Title: News Media Practice 4
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 and laboratory capstone course that produces The Oak Leaf, the college news media that includes a website, magazine and social media sites. Students apply journalistic standards, media ethics, writing, editing, design, photojournalism, multimedia, social media and other skills to produce print and web versions of The Oak Leaf. Journalism 52D students assume leadership positions in running The Oak Leaf and teach specialized workshops to other staff members.

Prerequisites/Corequisites:
Course Completion of JOUR 52C

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: A lecture and laboratory capstone course that produces The Oak Leaf, the college news media that includes a website, magazine and social media sites. Students apply journalistic standards, media ethics, writing, editing, design, photojournalism, multimedia, social media and other skills to produce print and web versions of The Oak Leaf. Journalism 52D students assume

leadership positions in running The Oak Leaf and teach specialized workshops to other staff members. (Grade Only)
Prerequisites/Corequisites: Course Completion of JOUR 52C
Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

		Effective:	Inactive:
AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2011	Inactive:
UC Transfer:		Effective:	Inactive:

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

Certificate/Major Applicable:
Not Certificate/Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Serve in a leadership position on a news media staff, facilitating the news production process and demonstrating leadership abilities to help guide less-experienced journalism students in their skills development.
2. Write and edit typical genre stories in all of the following sections: news, feature, opinion, sports or arts and entertainment.
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:
At the conclusion of this course, the student should 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 circulation.
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 story packages for print or online that incorporate an article, sidebars, charts,

illustrations, audio (podcasts), photos, video or other multimedia elements.
6. Edit stories for content, Associated Press (AP) style, grammar and punctuation for both web and print.
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. Prepare and deliver a presentation on a specialized journalism topic to the class.

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 recording/editing
    B. Podcasting and audio recording/editing
    C. Other technologies
VIII. Layout and Design
    A. Design principles
    B. Advanced layout
    C. Magazine production proofing
IX.   Photojournalism
    A. Shooting events i.e. festivals, speeches, protests, breaking news
    B. Profiles and portraits
    C. Sports photography
    D. Photo editing and selection
X. Website Production
XI. Critiquing The Oak Leaf
XII. Editor's Workshop
XIII. Presentation Skills
XIV. Team and Leadership Skills
XV. Journalism Jobs and Internships
XVI. Social Media Reporting and Marketing
XVII. Mobile Journalism Reporting

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 skills.
2. Create a portfolio of published articles, photographs and multimedia stories.

Lecture-Related Assignments:
1. Prepare and deliver a workshop on a specialized journalism topic for other Oak Leaf staff members.

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 work	Writing 10 - 75%

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; workshop	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:
Associated Press Stylebook. 56th ed. The Associated Press. Basic Books. 2022-2024.