

**JOUR 54 Course Outline as of Summer 2017****CATALOG INFORMATION**

Dept and Nbr: JOUR 54 Title: MAG WRITING/PRODUCTION

Full Title: Magazine Journalism: Writing and Production 1

Last Reviewed: 1/28/2019

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	1.00	6	Lab Scheduled	17.50
		Contact DHR	2.00		Contact DHR	35.00
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 157.50

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:**

Introduction to the magazine industry and to writing and producing articles for publication. Students will learn to develop story ideas, submit query letters, conduct research and interviews, and write and edit articles. Students can publish and market finished pieces in Rosa Roots, the online SRJC magazine, or submit queries to outside publications.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 1A or equivalent

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

Description: Introduction to the magazine industry and to writing and producing articles for publication. Students will learn to develop story ideas, submit query letters, conduct research and interviews, and write and edit articles. Students can publish and market finished pieces in Rosa Roots, the online SRJC magazine, or submit queries to outside publications. (Grade or P/NP)

Prerequisites/Corequisites:

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 1981	Inactive: Fall 2018
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Major Applicable Course

## **COURSE CONTENT**

**Outcomes and Objectives:**

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

1. Discuss the how-to's of magazine publication, including brainstorming, researching, reporting, planning visuals and layouts, fact-checking, editing, and going to print.
2. Research, report and write at least three articles, from initial idea to query, interview, editing, visual design and publication using high standards of ethics and accuracy.
3. Develop story ideas and match to appropriate publications, both print and online. Find sources and conduct research and interviews for articles.
4. Compare and contrast different styles of magazine writing, from features, news and profiles to shorter service and how-to pieces.
5. Edit both peer and professional articles for content and clarity, and learn to give and receive constructive criticism.
6. Evaluate and critique options for visual storytelling and packaging.
7. Write an effective query letter to an editor.
8. Publish stories online and use social media to market them to targeted readers.
9. Identify areas of career interest and explore options in the industry.

**Topics and Scope:**

- I. The magazine industry
  - A. National vs. regional
  - B. General interest vs. specialty
  - C. Indie vs. mainstream
  - D. Online vs. hard copy
  - E. Audience/readership studies
  - F. Success/failures
- II. What goes where in a magazine

- A. Whole-issue pacing
- B. Up-fronts, sections and feature well
- C. Writing short articles, such as listicles, how-to, local travel, localized news
- D. Best short article examples
- III. Developing ideas
  - A. Brainstorming
  - B. Query letter structure and tips
  - C. Submission guidelines
- IV. Visual storytelling and story packaging
  - A. Matching package to idea
  - B. Sidebars, pullquotes, captions
- V. The editing process
  - A. Fact checking
  - B. Copy editing (grammar and house style)
  - C.
  - D. Constructive critiquing
- VI. Feature story writing
  - A. Organizing material
  - B. Story structures
  - C. Leads and nut graphs
  - D. Feature types (such as public interest, service journalism, investigative, lifestyle etc.)
  - E. Best magazine feature examples
- IX. Writing profiles
  - A. Interviewing for profiles
  - B. Details and observation
  - C. Profile structure
  - D. Best magazine profile examples
- X. Personal experience articles
  - A. Columns and commentary
  - B. Reviews and criticism
  - C. Personal essays with reader focus
- XI. Magazine production
  - A. Self-publishing online (SRJC magazine)
  - B. Social media marketing
  - C. Other publications
- XII. Industry outlook
  - A. Evolving media culture
  - B. Internships and career opportunities

### **Assignment:**

1. Three or more articles (2000 to 5000 words total), which may include one or more of the following: issue-oriented feature stories, profiles, personal experience essays, reader service pieces.
2. Reading 15 to 40 pages per week from magazines, textbook and instructor-prepared material.
3. Five to fifteen short assignments to build reporting and writing skills that may include:
  - a. reader analysis
  - b. content analysis
  - c. developing story ideas
  - d. finding sources
  - e. writing queries

- f. interviewing
  - g. writing leads and nut graphs
  - h. editing exercises
  - i. critiquing articles
4. One to two midterm(s) and a final exam.

### 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 and short assignments

Writing  
50 - 65%

**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.

1-2 midterm(s) and a final exam that can include multiple choice, short answer and skill demonstration

Exams  
20 - 30%

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

Attendance and classroom participation

Other Category  
5 - 20%

### Representative Textbooks and Materials:

Instructor-prepared materials.

The Best American Magazine Writing. American Society of Magazine Editors, ed. Harper Collins Publishing Inc.: current year

Feature and Magazine Writing. Sumner, David and Miller, Holly G. Wiley-Blackwell, 3rd Edition: 2013

Magazine Writing. Benson, Christopher and Whitaker, Charles. Routledge; 1st Edition. 2014.

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

