

CAPITAL COMMUNITY COLLEGE
COURSE OUTLINE
JOURNALISM
(revision dated May 9, 2013)

SECTION I

SYSTEM COMMON COURSE NUMBER: Communication Media COM* 121

COURSE TITLE: Journalism

CATALOG COURSE DESCRIPTION: Students in Journalism will focus on the journalistic style of writing. These writings will emphasize the art of investigation, persuasion, and reporting within the context of news story writing. Students explore methods and techniques of news gathering, news writing, and news analysis. By covering campus and community events, students will make practical application of theory.

LECTURE HOURS PER WEEK: 3 CREDIT HOURS: 3

PREREQUISITE: ENG* 101 (Composition)

SECTION II

A. SCOPE:

This course emphasizes the development of understanding of Journalism as a form of written communication and as a form of mass media. Emphasis is placed on the reporting process, investigating diverse viewpoints through research, journalistic media forms and structures, communicating with objectivity, recognizing journalism experiences as a universal bond of public ownership, and the public and private responsibilities of journalists and media consumers. Students are encouraged to appreciate, analyze, and communicate universal ideas, experiences, and viewpoints through the journalistic process.

Course subject matter will include:

- A. Use of Journalism to communicate universal ideas and perspectives
- B. Exploration of industry-standard media forms and formats
- C. Ethics, media law, and free speech
- D. Impact of “new media” on traditional journalism
- E. Evaluating the journalistic structure to increase effective communication.
- F. Analysis of ideas and a variety of viewpoints as communicated through mass media
- G. Promotion of democracy and universal understanding through journalistic writing
- H. Public ownership and private responsibility of journalists and media consumers
- I. Process of developing news stories for print or oral delivery
 - 1) Developing ideas
 - 2) Research and gathering source material
 - 3) Supporting statements
 - 4) Organizing story content
 - 5) Introductions and conclusions
- J. News Writing techniques

- 1) Credibility
- 2) Speaker language and style
- 3) Use of humor
- 4) Attribution, use of quotations

K. Types of news content

- 1) Hard news
- 2) Soft news
- 3) Feature
- 4) Investigative
- 5) Opinion/Persuasive

This course fulfills a Designated Competency in the area of Written Communication in English (WC)

B. REQUIRED WORK: determined by the instructor as described in the course syllabus.

C. ATTENDANCE AND PARTICIPATION: Field work is required.

D. METHODS OF INSTRUCTION: The methods of instruction are determined by each instructor and may include, but are not limited to, lecture, lecture/discussion, small group collaborative learning, guest speakers, student presentations, internet-based assignments using distance learning methodologies, and the use of classroom audiovisual and computer-based presentation materials.

E. OBJECTIVES, OUTCOMES, ASSESSMENT

The following objectives and outcomes represent the department's core requirements for student achievement.

To demonstrate an understanding of:	Students will:	As measured by:
Media analysis	a) Acquire, read, view, interpret, and evaluate a variety news media (WC 1, 2) b) Examine journalism as a universal mode of communicating public and individual opinions through selected readings & discussion (WC 1, 2) c) Identify the structure &	Utilization of journalistic vocabulary; identification of various sections of daily publications; analysis of form in written assignments; written assignments and class discussions in which the

	<p>organization of the various sections of a daily publication (WC 1, 2)</p> <p>d) Analyze cultural elements of a publication (WC 1, 2)</p> <p>e) Evaluate the writer's objectivity through selected readings and group discussions (WC 1, 2)</p> <p>f) Evaluate a variety of news publications to determine the diversity of the community that each reflects through selected readings and discussions (WC 1, 2)</p>	<p>student expresses interpretation of content and journalistic elements as applied to selected readings.</p>
<p>Interviewing and Listening Skills</p>	<p>a) Actively listen to, view, interpret, and respond to a professional interview as presented in class</p> <p>b) Actively listen to, interpret, and respond to an interview subject (interviewee)</p> <p>c) Apply the techniques of interview such as skillful paraphrasing, questioning, and summarizing (WC 1, 2)</p> <p>d) Design and practice interview strategies in a small group (WC 1, 2)</p> <p>e) Conduct an interview and summarize the interview content in order to prepare an article for publication (WC 1, 2, 3)</p>	<p>Oral/written peer critique; revision of interview questions following instructor and peer critique; discussion</p>
<p>Effective Writing</p>	<p>a) Connect all facets of language, utilizing universal communication modes effectively (WC 4)</p> <p>b) Apply knowledge of the writing process to journalistic writing using a variety of appropriate models and formats (WC 1, 2, 3, 4, 5)</p> <p>c) Identify and utilize specific journalism vocabulary (WC 1, 2, 4)</p> <p>d) Utilize word processing and technology to draft and revise journalistic articles (WC 4, 5)</p> <p>e) Explore a variety of page layout techniques such as headlines, copy,</p>	<p>Discussion of design; written interview questions and practice of interview; summary of information for publication; improvement of writing according to critique</p>

	<p>art, captions, photos (WC 1, 4)</p> <p>f) Respond to rhetorical situations by writing a variety of news articles for various sections of a newspaper and publish works for specific audiences (WC 1)</p> <p>g) Discuss drafts of news/feature writing (WC 1, 2, 5)</p>	
Research	<p>a) Use library, internet, database, and other sources (WC 2)</p> <p>b) Evaluate sources for credibility (WC 2)</p> <p>c) Distinguish between primary and secondary sources to determine accuracy and validity (WC 2)</p> <p>d) Compile and evaluate information from primary and secondary sources to write an objective news article (WC 2, 3)</p>	<p>Evidence of research submitted to the instructor; selective use of research in writing; balance of sources in original written stories/articles; presence of validity of information, distinction between primary and secondary sources for accuracy in student writing; creating a database and selecting appropriate data</p>
Professionalism	<p>a) Demonstrate personal and public accountability for viewpoints expressed in journalistic writing (WC 3, 5)</p> <p>b) Recognize the role of the journalist in determining viewpoint (WC 1)</p> <p>c) Employ discretion regarding standards of ethics, privacy, plagiarism; & observe legalities of accessing data</p> <p>d) Take responsibility for knowing, completing, and (when necessary) making up assignments</p>	<p>Discussion; written analysis of a news article; writing a balanced news story; cooperation with peers; conduct toward interview subjects; meeting deadlines</p>
Technology Skills	<p>a) Create and use a database (media archive) by entering data, sorting, & researching within existing database(s)</p> <p>b) Utilize word processing tools to format text layout</p> <p>c) Utilize word processing features such as spell checking/ thesaurus, and footnotes (WC 5)</p> <p>d) Apply research techniques and</p>	<p>Database research which utilizes boolean terms (as needed) and key word searches by title, subject, author, etc.; utilization of word processing, demonstration of a variety of layout techniques; publication of articles for a specific audience; creating</p>

	technology to acquire information through online sources (WC 2) e) Utilize and care for portable media storage devices	a database and selecting appropriate data; use of in-class presentation equipment
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Core Competency Assessment Artifact(s)

Assignment(s) from this course may be collected to assess student learning across the college.

F. TEXTS AND MATERIALS: College-level textbooks, career planning guides, professional journals, newspapers, online publications, research databases, and other items placed in Library reserve for the course.

G. INFORMATION TECHNOLOGY: Access to audiovisual and computer-based presentation equipment; access to online course content delivery systems.