

I. CATALOG INFORMATION

- A. Discipline: JOURNALISM
- B. Subject Code and Number: JOUR M10B
- C. Course Title: Student News Media Staff Editing

- D. Credit Course units:
 - Units: 4
 - Lecture Hours per week: 2
 - Lab Hours per week : 6
 - Variable Units : No

- E. Student Learning Hours:
 - Lecture Hours:
 - Classroom hours: 35 - 35
 - Laboratory/Activity Hours:
 - Laboratory/Activity Hours 105 - 105
 - Total Combined Hours** in a 17.5 week term: 140 - 140

- F. Non-Credit Course hours per week _____

- G. May be taken a total of: 1 2 3 4 time(s) for credit

- H. Is the course co-designated (same as) another course: No Yes
 If YES, designate course Subject Code & Number: _____

I. Course Description:

Develops the ability to conceive, plan, report, edit, design and produce student news media online, in print and, when available, for broadcast. Provides opportunities for student staff editors to plan sections including text, photos, graphics and multimedia packages for publication in student news media. Allows students to assign, write, shoot, and coordinate stories, photos, video and other graphic elements; as well as critically evaluate and edit all content, and work directly with student writers and adviser.

J. Entrance Skills

*Prerequisite: No Yes Course(s)

JOUR M10A

*Corequisite: No Yes Course(s)

Limitation on Enrollment: No Yes

Recommended Preparation: No Yes Course(s)

JOUR M02 and ENGL M01A or ENGL M01AH

Other: _____

No Yes

K. Other Catalog Information:

II. COURSE OBJECTIVES

Upon successful completion of the course, a student will be able to:

		Methods of evaluation will be consistent with, but not limited by, the following types or examples.
1	apprise, evaluate and apply the concepts of balance, accuracy and fairness in the ethical application of journalistic reporting and editing, in the composition of written, multimedia, broadcast and photographic content for publication in the campus student news media.	Instructor critique as measured by a department rubric Peer critique as measured by a department rubric
2	demonstrate leadership skills in roles as section, online, or chief editors through organizing, planning, and executing continuing and deadline news, issues and events coverage with coordinated photography or videography of campus events, in-depth issues, and personality profiles for publication in the student news media.	Instructor critique and evaluation based on a department rubric Peer evaluation based on a department rubric
3	critically evaluate and analyze sources in writers' and editors' written, photographic, multimedia and broadcast stories to discern the quality and reliability of sources.	Instructor critique and evaluation based on a department rubric Peer critique based on a department rubric
4	differentiate and apply the divergent concepts of writing and editing for video, audio, online and print.	Instructor critique and evaluation based on a department rubric Peer critique based on a department rubric
5	evaluate, apply and demonstrate news judgment and critical evaluation in page design to ensure that stories, photos, headlines and captions are displayed in an interesting, ethical and news-worthy manner in the conventions of news pages for print publications.	Instructor critique and evaluation based on a department rubric Peer critique based on a department rubric
6	understand and apply necessary skills and informed news judgment to keep current the online edition of the student news media.	Instructor critique and evaluation based on a department rubric Peer critique based on a department rubric

7	assess and evaluate the business and monetary value of advertising in the student news media and execute leadership to organize, maintain and bill for advertising in the student news media publication.	Instructor critique and evaluation based on a department rubric
8	evaluate, apply and demonstrate news judgment, journalistic ethics, media law awareness and critical evaluation in creating photographic, text, multimedia, video and broadcast stories for publication in the student news media.	Instructor critique and evaluation based on a department rubric

III. COURSE CONTENT

Estimated %	Topic	Learning Outcomes
Lecture (must total 100%)		
20.00%	Planning and assigning for online, in print and, when available, broadcast: <ol style="list-style-type: none"> 1. Planning coverage and coordinating photography, videography and editing for publication 2. Researching stories before assigning, peer guidance in developing stories 3. Assigning stories to peers to cover campus events, trends, issues and people 4. Assigning time and place for advertising with awareness of publication on an agreed-upon date 	1, 2, 4, 6, 7, 8
30.00%	Editing peer work in a leadership role: <ol style="list-style-type: none"> 1. Evaluating and analyzing student submissions 2. Marking for revision, including comments that praise and suggest revision 3. Follow-through with peer reporter to ensure understanding of comments 4. Follow-through with peer reporter to ensure execution of needed revisions 5. Follow-through with peer editors to ensure copy editing and completion of story to publication 	1, 2, 3, 4, 6, 7
10.00%	Ethics and media law <ol style="list-style-type: none"> 1. Conceiving, reporting, writing and producing stories for multiple platforms in text, video and audio that are newsworthy, balanced and ethical, in print, online and, when available, for broadcast 2. Conceiving, reporting and writing, and producing stories for multiple platforms in text, video and audio that are newsworthy, balanced and ethical, with an awareness and application of media law 	1, 2, 3, 4, 5, 6, 7, 8
40.00%	Design and publication <ol style="list-style-type: none"> 1. Applying critical analysis and news judgment to design and produce pages for publication in print in a timely manner 2. Applying critical analysis and news judgment to outline, design and produce multimedia journalistic content for publication online in a timely manner 3. Applying critical analysis and news judgment to design, to plan, and to produce journalistic content for broadcast in a timely manner 	1, 2, 3, 4, 6, 7, 8
Lab (must total 100%)		
25.00%	Apply journalistic news judgment to design and produce pages for flyers and for print edition that include stories, photos, headlines,	1, 2, 3, 4, 5, 6, 7, 8

	captions and advertising	
75.00%	Apply journalistic news judgment and multimedia newsgathering and editing to produce timely content that includes stories, photos, headlines, captions and advertising for online and when available, for broadcast; upload content continuously to the web for publication in a timely manner	1, 2, 3, 4, 5, 6, 7, 8

IV. TYPICAL ASSIGNMENTS

A. Writing assignments

Writing assignments are required. Possible assignments may include, but are not limited to:	
1	independently and accurately critique, assess and edit, mark and return peer submissions of stories, photos, captions and web packages for revisions.
2	conceive, write, tape and coordinate photo or video coverage for intermediate level in-depth stories for self or for peers.
3	independently plan and execute entire printed page or section, or online section, or broadcast segment of news, sports or other specific content.

B. Appropriate outside assignments

Appropriate outside assignments are required. Possible assignments may include, but are not limited to:	
1	attend and coordinate coverage of public policy meetings, campus events and people of interest for in-depth stories for publication in the student news media online and in print and, if available, for broadcast.
2	establish and attend regular meetings with campus and public officials to create rapport for future interviews and stories.
3	report and gather information from multiple sources, including interviews, documents, previously published materials, with photos, video and audio to factually depict the complexities of a controversial campus or community issue.

C. Critical thinking assignments

Critical thinking assignments are required. Possible assignments may include, but are not limited to:	
1	independently envision, plan, assign and coordinate stories, photos, video and web packages, leading and coaching student writers and photographers.
2	design and produce pages for print for the full edition or for shorter 'teaser' pages, applying planning, news judgment, editing, headline and caption writing.
3	design and produce a section for online or a segment for broadcast, including web and video content; edit, upload, and publish online for the web.

V. METHODS OF INSTRUCTION

Methods of instruction may include, but are not limited to:

Distance Education – When any portion of class contact hours is replaced by distance education delivery mode (Complete DE Addendum, Section XV)

Lecture/Discussion

Laboratory/Activity

Other (Specify)

In-class in person, web-enhanced, using a course management system like Desire2Learn, and distance education via the web using a course management system like Desire2Learn.

Optional Field Trips

Required Field Trips

VI. METHODS OF EVALUATION

Methods of evaluation may include, but are not limited to:

- | | | |
|---|---|---|
| <input type="checkbox"/> Essay Exam | <input checked="" type="checkbox"/> Classroom Discussion | <input checked="" type="checkbox"/> Skill Demonstration |
| <input type="checkbox"/> Problem Solving Exam | <input checked="" type="checkbox"/> Reports/Papers/Journals | <input checked="" type="checkbox"/> Participation |
| <input checked="" type="checkbox"/> Objective Exams | <input checked="" type="checkbox"/> Projects | <input checked="" type="checkbox"/> Other (specify) |

Students are evaluated based on exams, discussion, participation and portfolios, based on departmental rubrics.

VII. REPRESENTATIVE TEXTS AND OTHER COURSE MATERIALS

Rich, Carole. Writing and Reporting News: A Coaching Method. 7th ed. Wadsworth, 2012.

Missouri Group, et al. News Reporting and Writing. 10th ed. Bedford/St. Martin's, 2010.

Harrower, Tim. Inside Reporting. 3rd ed. McGraw-Hill, 2012.

VIII. STUDENT MATERIALS FEES

No Yes

IX. PARALLEL COURSES

College	Course Number	Course Title	Units
Santa Rosa Junior College	JOUR 52C and 52D	Newspaper Practice 3 and 4	5/5

Fresno City College	JOURN 11C	Advanced Media Writing Practicum	3
Diablo Valley College	JRNAL 127	News Production Lab II	3
CSU Bakersfield	COMMM 214 & 218 & 220	Newspaper Production & Copy Editing & Page Layout	2, 1, 1

X. MINIMUM QUALIFICATIONS

Courses Requiring a Masters Degree:

Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent.

XI. ARTICULATION INFORMATION

A. Title V Course Classification:

1. This course is designed to be taken either:

- Pass/No Pass only (no letter grade possible); or
 Letter grade (P/NP possible at student option)

2. Degree status:

Either Associate Degree Applicable; or Non-associate Degree Applicable

B. Moorpark College General Education:

1. Do you recommend this course for inclusion on the Associate Degree General Education list?

Yes: No: If YES, what section(s)?

- A1 - Natural Sciences - Biological Science
 A2 - Natural Sciences - Physical Science
 B1 - Social and Behavioral Sciences - American History/Institutions
 B2 - Social and Behavioral Sciences - Other Social Behavioral Science
 C1 - Humanities - Fine or Performing Arts
 C2 - Humanities - Other Humanities
 D1 - Language and Rationality - English Composition
 D2 - Language and Rationality - Communication and Analytical Thinking
 E1 - Health/Physical Education
 E2 - PE or Dance
 F - Ethnic/Gender Studies

C. California State University(CSU) Articulation:

1. Do you recommend this course for transfer credit to CSU? Yes: No:

2. If YES do you recommend this course for inclusion on the CSU General Education list?

Yes: No: If YES, which area(s)?

A1 A2 A3 B1 B2 B3 B4
 C1 C2 D1 D2 D3 D4 D5

 D6 D7 D8 D9 D10 E

D. University of California (UC) Articulation:

1. Do you recommend this course for transfer to the UC? Yes: No:
2. If YES do you recommend this course for the Intersegmental General Education Transfer Curriculum (IGETC)? Yes: No:

IGETC Area 1: English Communication

- English Composition
- Critical Thinking-English Composition
- Oral Communication

IGETC Area 2: Mathematical Concepts and Quantitative Reasoning

- Mathematical Concepts

IGETC Area 3: Arts and Humanities

- Arts
- Humanities

IGETC Area 4: Social and Behavioral Sciences

- Anthropology and Archaeology
- Economics
- Ethnic Studies
- Gender Studies
- Geography
- History
- Interdisciplinary, Social & Behavioral Sciences
- Political Science, Government & Legal Institutions
- Psychology
- Sociology & Criminology

IGETC Area 5: Physical and Biological Sciences (mark all that apply)

- Physical Science Lab or Physical Science Lab only (non-sequence)
- Physical Science Lecture only (non-sequence)
- Biological Science
- Physical Science Courses
- Physical Science Lab or Biological Science Lab Only (non-

sequence)

- Biological Science Courses
- Biological Science Lab course
- First Science course in a Special sequence
- Second Science course in a Special Sequence
- Laboratory Activity
- Physical Sciences

IGETC Area 6: Language other than English

- Languages other than English (UC Requirement Only)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)

XII. REVIEW OF LIBRARY RESOURCES

- A. What planned assignment(s) will require library resources and use?

The following assignments require library resources:

Reporting and writing assignments that require background research using the Library's print and online resources.

- B. Are the currently held library resources sufficient to support the course assignment?

YES: NO:

If NO, please list additional library resources needed to support this course.

XIII. PREREQUISITE AND/OR COREQUISITE JUSTIFICATION

Requisite Justification for JOUR M10A

- A. Sequential course within a discipline.

1. analyze and apply the concepts of balance, accuracy and fairness in the ethical application of journalistic reporting, photography, writing and presentation for the campus news media.

2. critically evaluate ideas and information collected from news sources to determine importance and placement within stories; analyze whether information is appropriate, relevant and trustworthy for publication.

3. analyze and understand data and information gathered from documents, reports, databases, meetings and interviews, and distill into user-friendly formats including stories, charts, graphics, slideshows and video presentations.

4. develop sources through regular contact (beat development), discern the value and veracity of each, and use accordingly in work for publication in student media.

5. differentiate and apply the divergent concepts of writing for video, audio and print.

6. understand and differentiate between breaking news that requires immediate attention and action and feature-type news that can be reported, photographed and developed over extended periods.

7. evaluate and analyze sensitive situations using judgment based on ethical as well as news considerations.

8. understand and recognize libelous speech and implications in story presentation.

9. comprehend reporters' protections and obligations under the First Amendment as well as their liabilities and those of their publication.

10. evaluate and apply an understanding of the value and role of advertising to the student news media through ad placement and client development.

11. build a portfolio of published work, including stories in text, video, photography and multimedia.

- B. Standard Prerequisite or Corequisite required by universities.
- C. Corequisite is linked to companion lecture course.
- D. Prerequisite or Corequisite is authorized by legal statute or regulation.
Code Section: _____
- E. Prerequisite or Corequisite is necessary to protect the students' health and safety.
- F. Computation or communication skill is needed.
- G. Performance courses: Audition, portfolio, tryouts, etc. needed.

XIV. WORKPLACE PREPARATION

Required for career technical courses only. A career technical course/program is one with the primary goal to prepare students for employment immediately upon course/program completion, and/or upgrading employment skills.

Detail how the course meets the Secretary of Labors Commission on the Achievement of Necessary Skills (SCANS) areas. (For a description of the competencies and skills with a listing of what students should be able to do, go to:

<http://www.ncrel.org/sdrs/areas/issues/methods/assment/as7scans.htm>)

The course will address the SCANS competency areas:

1. Resources: the students will identify story content, plan coverage, and manage time effectively to allocate sufficient attention to stories and art in order to meet

specified deadlines.

2. Interpersonal: the students will actively participate as members of the student news team working to produce news online and in print; as well as mentoring staff writers, demonstrating leadership in assessing news value, assigning subjects and deciding emphasis on news pages and sites.
3. Information: the students will gather information through written and electronic sources, past publications and interviews, organizing material into cohesive, factual stories and artwork for publication online and in print.
4. Systems: the students will understand the dynamics of teamwork as well as the social and professional implications of public praise and private criticism; as an editor, will contribute to program improvement by implementing alterations in online and print products, suggesting and implementing new procedures and organizational systems.
5. Technology: the students will select the appropriate technology for reporting and producing stories, art and multimedia, depending on the best medium to tell the particular story; master word processing, become proficient at video shooting and editing and software to design and produce print pages for publication.

The course also addresses the SCANS skills and personal qualities:

1. Basic Skills: the students will locate and navigate written and electronic data sources, as well as conduct personal interviews, exercising listening skills as well as speaking thoughtfully to lead a subject to provide needed information.
2. Thinking Skills: the students will think critically and evaluate information in order to organize and create balanced, ethical, thoughtful, written, electronic and photographic stories.
3. Personal Qualities: the students will understand and demonstrate a high level of responsibility and self-motivation, beginning work in a timely fashion to complete it in time for weekly deadlines, maintaining a reputation for fairness, accuracy and integrity.

XV. DISTANCE LEARNING COURSE OUTLINE ADDENDUM

1. Mode of Delivery

- Online (course will be delivered 100% online)
- Online with onsite examinations (100% of the instruction will occur online, but examinations and an orientation will be scheduled onsite)
- Online/Hybrid (a percentage of instruction will be held online and the remaining percentage of instruction will be held onsite)
- Lab activities will be conducted onsite
- Televideo (Examinations and an orientation will be held onsite)
- Teleconference
- Other

2. Need/Justification

Improve general student access.

3. Describe how instructors teaching this course will ensure regular, effective contact with and among students.

Using the approved course management system, students can access course material remotely, including recorded lectures, assignments and discussions. Students also exchange information with each other through discussion, chat and mail. Instructor is online for regular office hours, as well as continuous contact by email. This class also includes synchronous live discussions and lecture.

4. Describe how instructors teaching this course will involve students in active learning.

Students are actively involved through discussion and assessment, and particularly through assignment. Each student must confirm an assignment, send it for peer comment, revise and repost.

5. Explain how instructors teaching this course will provide multiple methods of content representation.

Instructional content is posted on the Content tab, where students can access lecture with voice over PowerPoint. In addition, students post to discussions and assignments, and receive feedback from instructor and other students. In the discussion forum, students interact with peers to post, edit and copy edit story assignments, photos and graphic elements.

6. Describe how instructors teaching this course will evaluate student performance.

Student performance is evaluated based on whether the students performed the tasks described in the syllabus and according to a course rubric.

XVI. GENERAL EDUCATION COURSE OUTLINE ADDENDUM

JOUR M10B: Not Applicable

XVII. STUDENT MATERIALS FEE ADDENDUM

JOUR M10B: Not Applicable

XVIII. REPEATABILITY JUSTIFICATION TITLE 5, SECTION 55041

JOUR M10B: Not Applicable

XIX. CURRICULUM APPROVAL

Course Information:

Discipline: JOURNALISM

Discipline Code and Number: JOUR M10B

Course Revision Category: Substantial Course Revision

Course Proposed By:

Originating Faculty Joanna Miller 03/16/2013

Faculty Peer: Joanna Miller 03/17/2013

Curriculum Rep: Lydia Etman 03/23/2013

Department Chair: Joanna Miller 03/16/2013

Division Dean: Julius Sokenu 04/09/2013

Approved By:

Curriculum Chair: Mary Rees 05/08/2013

Executive Vice President: Jane Harmon 04/23/2013

Articulation Officer: Letrisha Mai 04/18/2013

Librarian: Mary LaBarge 04/17/2013

Implementation Term and Year: Fall 2014

Approval Dates:

Approved by Moorpark College Curriculum Committee: 05/07/2013

Approved by Board of Trustees (if applicable): 11/12/2013

Approved by State (if applicable): 01/16/2014