JOUR M02: DIGITAL MEDIA REPORTING & WRITING

Originator
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Co-Contributor(s)

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College
Moorpark College

Attach Support Documentation (as needed)
Online, Journalism M02_ Digital Media Reporting & Writing.docx
advisory_minutes_journalism.pdf
LMI_JOUR.pdf
journalism_program plan.pdf

Discipline (CB01A)
JOUR - Journalism

Course Number (CB01B)
M02

Course Title (CB02)
Digital Media Reporting & Writing

Banner/Short Title
Digital Media Reporting & Wri

Credit Type
Credit

Start Term
Fall 2021

Catalog Course Description
Introduces the fundamental skill sets required for journalists, including digital media reporting, synthesizing and writing Associated Press Style for media across platforms, including online media publications, digital public relations, radio/podcast, and broadcast media. Focuses on developing skills needed to excel as data and investigative journalists through the practice of information gathering, synthesis, organization and critical thinking, with an emphasis on accuracy, balance, ethics and awareness of digital media law. Teaches skills needed to conceive, plan, report, write, and produce digital news and feature stories based on original interviews and research, and coordinate stories with a variety of digital multimedia enhancements.

Taxonomy of Programs (TOP) Code (CB03)
0602.00 - *Journalism

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
Letter Graded

Alternate grading methods
Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5
Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Advisories on Recommended Preparation
ENGL M01A or ENGL M01AH or equivalent

Requisite Justification
Requisite Type
Recommended Preparation

Requisite
ENGL M01A or ENGL M01AH or equivalent

Requisite Description
Course not in a sequence

Level of Scrutiny/Justification
Content review

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	determine what qualities and values make up a news story and apply those concepts to digitally published news stories.
2	analyze interviews and data trends from public records to incorporate its findings into their news story developments.
3	conceive and execute a journalistic style multimedia story, or other component such, as podcast and broadcast, using both videography and digital storytelling elements, complete with AP Style grammar captions.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	demonstrate an understanding of what similar qualities and values make up published news stories, and be able to apply those qualities as they draft out their own news story; analyze the writing form required for all media publications in the Associated Press Stylebook, and be able to apply that format to their own media writing.
2	evaluate and apply the formats needed to craft a basic news story, including the headline, lead, nut graph, quotes, impact, attribution and background.
3	analyze lead types and format a lead for a news story based on the type of news coverage.
4	demonstrate the proper form of interviewing a story source, and replicate the standard requirements needed to present themselves as a professional media member.
5	analyze state laws allowing media coverage at newsworthy events, as well as the limits placed on media by state and federal laws.
6	assess in-depth research theories to study trends and issues surrounding their culture and government.
7	examine how to incorporate data journalism into newsroom culture and determine how to find clean data, how to uncover stories in big data sets, and use visualizations for storytelling.
8	demonstrate how to source social media quotes into news story format.
9	evaluate the script language used in broadcast news reporting and be able to replicate the language for one of their own stories.
10	examine radio and podcast script format to transition digital news stories stories to read for vocal media outlets.
11	critique the career opportunities available to them with a degree in journalism; explore digital media careers through guest speakers from multiple media platforms.
12	organize and compile research, graphics, and interviews needed to complete a digital press release.
13	analyze the concepts needed to conceive basic-level video storytelling through interactive digital storytelling platforms.
14	apply critical reasoning and analysis to issues of ethics and accuracy on all digital media platforms.
15	apply critical thinking methods to analyze the difference between traditional media law and digital media law.
16	conduct thorough research, connect with and interview multiple sources, and conceive a digital news story, complete with photos and videos, to submit for publication in the student newspaper.

Course Content

Lecture/Course Content

(5%) Qualities and Values of News Stories
- The Associated Press Stylebook
- Code of Journalistic Writing

(5%) Basic News Story Structure and Format
- Inverted Pyramid
- Nut Graphs

(5%) Types of Leads and Story Awareness
- Hard News Lead
- Narrative Storytelling

(5%) Interviewing Tips
- Presentation
- E-mail Etiquette

(5%) Breaking News Coverage
- Local Networking
- CA Shield Laws

(5%) Investigative Journalism
  • The Hypothesis Theory
  • Group Project Introduction

(5%) Data Journalism
  • Anaconda Download
  • Group Project Introduction

(5%) Introduction to Social Media Marketing and Reporting
  • Digital Media Platform Finesse
  • Building a reputation and authority

(5%) Introduction to Broadcast Reporting
  • Broadcast Scripting
  • News Segments On Air Live

(5%) Introduction to Podcast/Radio Reporting
  • Podcast Scripting
  • News Segments Live

(5%) Journalism Career Outlook
  • Top 10 Career Launches
  • Resume & Cover Letter Bulk Up's

(5%) Introduction to Digital Public Relations
  • Traditional vs. Digital Public Relations
  • Campaign Launch

(5%) Introduction to Digital Photography and Videography
  • Adobe Premiere & Photoshop
  • Captions and Inter-staff relations

(5%) Digital Media Ethics
  • Journalism Code of Conducts
  • The Revolution of Digital Media Ethics

(5%) Digital Media Law
  • Federal Laws on Media Rights
  • State Laws on Media Rights

(25%) Final Project - Digital Multimedia News Story
  • Campus Published Story
  • Full length news story with multimedia

Laboratory or Activity Content
n/a

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Classroom Discussion
Essay exams
Film/video productions
Group projects
Individual projects
Objective exams
Oral presentations
Projects
Problem-solving exams
Participation
Portfolios
Quizzes
Reports/Papers/Journals

Reports/papers
Research papers
Written creation (poem, screenplay, song)

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Field experience/internship
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture

Describe specific examples of the methods the instructor will use:

1.The instructor will use guest speakers in actual digital media careers to expose the students to work in the field

2. The instructor will provide actual live application in digital research for data and investigative journalism, for project development of digital photography and videography.

3. The instructor will initiate continuous class discussion to engage the students to collaborate story ideas and data combinations. Although all projects are individual, there are options to incorporate groups of content specific journalists working together to determine a similar data trend or claim.

4. Instructor will facilitate small group involvement in the imaging phase of either broadcast, podcast, or digital storytelling.

Representative Course Assignments

Writing Assignments

1. Students will cover a community event as a member of the media, they will interview authority sources prior to the event, publish an advance on the material, attend the event and interview multiple sources while photographing audience reactions. They will write up a professional and publishable news story for submission. (50 points)

2. Students will research, beyond Google, and focus on current data trends in and around their community, they will pull up public records to compare research and conduct interviews with sources at the campus, community and local government/education sectors. (50 points)

Critical Thinking Assignments

1. Students work on response time for breaking news, when to pursue interviews with victim's families and when to wait. They assess and determine that window.

2. Students compare mainstream media, two stories on the same topic and discuss word choice and bias on news angles.

Reading Assignments

1. Investigative Journalism: Read on Hypothesis Theory and summarize its main points. (15 points)

2. Media Analytics: Read on Fake News and determine what mainstream media produces majority of and why (15 points).

Outside Assignments

Representative Outside Assignments

1. Report on a news event in the community or on campus. Interview sources for news story coverage. Evaluate local news coverage in the community

2. Visualize multimedia additions to news story projects and implement them to news story projects

Articulation

C-ID Descriptor Number
JOUR 110

Status
Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU, Northridge	JOUR 110 & JOUR 110L	Writing, Reporting and Ethics I and Lab	2, 1
CSU, Chico	JOUR 260W	Writing for Mass Media	3
Cal Poly, San Luis Obispo	JOUR 203	News Reporting and Writing	4

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Santa Barbara City College	JOUR 101	Reporting/Writing I	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
Fall 1995

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

UC TCA

UC TCA
Approved

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

No

Description

Hunter, Mark Lee. *Story Based Inquiry: A Manual for Investigative Journalists.* E-book, United Nations Educational, Scientific and Cultural Organization: UNESCO, 2011, https://unesdoc.unesco.org/ark:/48223/pf0000193078. Accessed 3 September 2020.

Resource Type

Textbook

Classic Textbook

No

Description

Champagne, Brian. *Writing for Electronic Media.* E-Book, Pressbooks: Rebus Community, 2019, https://www.oercommons.org/courses/writing-for-electronic-media/view. Accessed 3 September 2020.

Resource Type

Textbook

Classic Textbook

No

Description

Ireton, Cherilyn, and Julie Posetti. *Journalism, Fake News and Disinformation: Handbook for Journalism Education and Training*. E-book, United Nations Educational, Scientific and Cultural Organization: UNESCO, 2018, https://unesdoc.unesco.org/ark:/48223/pf0000265552. Accessed 3 September 2020.

Library Resources

Assignments requiring library resources

Research using the Library's online newspaper databases such as
Proquest US Newstream, Alt-PressWatch*, Ethnic NewsWatch*, GenderWatch* and the Los Angeles Times. For research on journalism topics the Library's online databases such as EBSCO Academic Search Complete, Elsevier ScienceDirect, or Gale Academic Onefile might be appropriate depending on the focus of the assignments.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources
Students compare and contrast mainstream media coverage by selecting two stories on the same topic and discussing word choice and bias on news angles.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Video Conferencing	Weekly Confer Zoom meetings with students, minimum 30 min.
Other DE (e.g., recorded lectures)	All weekly lectures will be recorded and uploaded to modules, there will be weekly class discussions and zoom meetings.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Video Conferencing	Weekly Confer Zoom meetings with students, minimum 30 min.
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Video Conferencing	Weekly Confer Zoom meetings, min 30 minutes each.

Examinations

Hybrid (1%–50% online) Modality
Online

Hybrid (51%–99% online) Modality
Online

Primary Minimum Qualification
JOURNALISM

Review and Approval Dates

Department Chair
08/16/2020

Dean
08/20/2020

Technical Review
09/03/2020

Curriculum Committee
10/6/2020

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
11/05/2020

Control Number
CCC000430051

DOE/accreditation approval date
MM/DD/YYYY