JOUR M03: ADVANCED DIGITAL MEDIA REPORTING & WRITING

Originator
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College
Moorpark College

Attach Support Documentation (as needed)
Journalism M03_ Advanced Digital Media Reporting & Writing Syllabus.pdf
advisory_minutes_journalism.pdf
LMI_JOUR.pdf
journalism_program plan.pdf

Discipline (CB01A)
JOUR - Journalism

Course Number (CB01B)
M03

Course Title (CB02)
Advanced Digital Media Reporting & Writing

Banner/Short Title
Adv. Digital Media Rptg & Wtg

Credit Type
Credit

Start Term
Spring 2021

Catalog Course Description
Emphasizes advanced reporting, writing and critical thinking skills that help prepare students for professional digtal media careers. Focuses on coverage of public affairs beats, including in-depth studies of data journalism techniques, investigative reporting strategies and advanced digital storytelling. Provides introductions to digital media platforms such as Google Adwords, Keyword Research, Adobe Web Design platforms, and coding templates. Emphasizes skills needed to conceive, plan, report, write, shoot and present in-depth news and feature stories across multiple media platforms. Focuses with emphasis on accuracy, balance and ethics. Culminates with the development of a digital portfolio and seamless alignment of all professional digital media platforms.

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)
C - Clearly 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
Student Option- Letter/Pass
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

Outside-of-Class

Internship/Cooperative Work Experience

Paid
Minimum Paid Internship/Cooperative Work Experience Hours
0
Maximum Paid Internship/Cooperative Work Experience Hours
0

Unpaid
Minimum Unpaid Internship/Cooperative Work Experience Hours
0
Maximum Unpaid Internship/Cooperative Work Experience Hours
0

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

Prerequisites
JOUR M02

Requisite Justification
Requisite Type
Recommended Preparation

Requisite
English M10A

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	analyze data trends from public record research and incorporate its findings into a data visualization presentation using infographics, visual storytelling and data reporting tools.
2	concieve a journalistic style multimedia story or component using videography and digital storytelling elements, complete with AP Style grammar captions, to tell a story visually. This will be completed with the course and posted on their digital portfolios.
3	produce a digital portfolio website, including a professional bio and headshot, that will help to enhance their opportunities in the digital media career field.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	analyze advanced concepts of ethics, professional standards as a member of the media, the codes of conduct established by The Society of Professional Journalists, and the accepted form of journalistic writing established by the Associated Press Stylebook.
2	examine advanced concepts of story formats, from the headlines, leads, and nut graphs, and apply these concepts to increase mass readership of publications.
3	apply the concepts and theories taught on an advanced digital story narrative; determine the best methods to cover official government meetings as a professional member of the media, and are coached on how to continue professional correspondence with official sources
4	examine how to incorporate advanced data journalism into newsroom culture and determine how to find clean data, how to uncover stories in big data sets, and how to use advanced visualizations for storytelling .
5	analyze current state and federal laws allowing media coverage at newsworthy events, as well as the limits placed on media at the national and international level; accept given advanced protocols and procedures for interviewing members of the police and sheriff's department, as well as how to obtain public records for research.
6	investigate in-depth research theories to study current trends and issues surrounding culture and government.
7	critique modern methods in web design platforms and understand the basic idea of coding for digital web design.
8	determine the concepts needed to conceive advanced-level video storytelling through Adobe Premier, Photoshop, and other interactive digital storytelling.
9	create a professional profile page that they are able to implant onto their professional websites.
10	explore the career opportunities with the implementation of various career building certifications, memberships, and internships at the national and local level.
11	critique different methods to become a published writer on multiple platforms in digital media.
12	analyze the many career fields available with a journalism major, they are given opportunities to connect with field reporters, editors, and specialists from the community
13	determine search term algorithms to strategically boost organic search options.
14	evaluate design concepts for multimedia distribution; operate within beginning-level graphic design platforms.
15	analyze digital content marketing strategies to synthesize information and capture a reader's attention.
16	collaborate all professional publications and achievements to be placed onto a digital portfolio.

Course Content

Lecture/Course Content
(5%) The Professional Published Journalist
 • Current industry expectations
(5%) Advanced Headlines and Leads
 • How to construct publishable new stories
(5%) Professional Correspondence Etiquette
 • How to interview and network on multiple digital media platforms
(5%) Data Journalism Trends
 • Analyzed and evaluated in current story publications
(5%) Breaking News Coverage
 • Tips on covering breaking news stories in California, fires, crime, and scenes of accidents.

(5%) Investigative Journalism
- A discourse on using the Hypothesis Theory of investigative coverage and applying it to a current story for publication

(5%) Web Designing and Coding 101
- An introduction to designing web content for a personal web site

(5%) Introduction to Digital Storytelling
- Applying visual and digital storytelling techniques to publications

(5%) Professional Digital Profile Page
- Tips on updating all social media platforms to represent a clean professional representation per industry standards.

(5%) Self Attribution for Professional Outreach
- Career opportunities available to students with the implementation of various career building certifications, memberships, and internships at the national and local level

(5%) The Published Writer
- Different methods to become a published writer on multiple platforms in digital media.

(5%) Journalism Career Outlook
- The many career fields available with a journalism major,
- Opportunities to connect with field reporters, editors, and specialists from the community.

(5%) Google Adwords and Keyword Research
- Analyze search term algorithms to strategically boost organic search options

(5%) Graphic Design 101
- Evaluation of design concepts for multimedia distribution and introduction to beginner- level graphic design platforms

(5%) Digital Content Marketing 101
- Use of digital content marketing to synthesize information and capture a reader's attention

(25%) Final Project: Professional Website
- Students combine all the above skill sets to publish a professional website

Laboratory or Activity Content
Reporting, Researching, and Photography/Videography

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
Graphic/architectural designs
Individual projects
Objective exams
Projects
Portfolios
Quizzes
Reports/Papers/Journals
Reports/papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course
Computer-aided presentations
Class activities
Class discussions
Case studies
Distance Education
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 together 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 publication phase.

Online Lectures, Online Class Discussions, Lecture content will include current news coverage, podcasts, selected material from online textbooks and academic journals, and recorded guest speakers from career professionals.

Representative Course Assignments

Writing Assignments

1. Students apply concise research and interpretation to in-depth reporting using data journalism techniques, investigative journalism, and breaking news coverage to cover a public government meeting and write up a news story on it (50 points).
2. Students develop a personal professional website to serve as a digital portfolio, including full alignment of all social media platforms, bio pages, published work and accreditations (150 points).

Critical Thinking Assignments

1. Students apply formats reviewed to excel a content marketing, keyword research, Google Adwords and other design and data enhancing platforms to boost readership and web engagement (20 points).

2. Students evaluate and analyze, through advanced data research, with an issue that is of interest to the campus or local community; apprise and analyze the importance or value of the issue to the audience, and conceive and pose questions in interviews on your campus or community to invoke thoughtful, informative comments for use in a story for publication on a digital media platform (20 points).

Reading Assignments

1.Read on Hypothesis Theory and apply it to upcoming coverage of a government event. (15 points)
2. Analyze the case studies on Data trends and apply the most effective method of catching data leaks with public records (15 points)

Outside Assignments

Representative Outside Assignments
  1. Investigate a trend in the community or on campus and evaluate its findings.
  2. Compile published news stories for professional portfolio and craft personal bio page.
  3. Create a professional website and multimedia portfolio .
  4. Produce multimedia for professional website, including photography, videography, broadcast, and podcast .

Articulation

C-ID Descriptor Number
JOUR 210

Status
Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Fullerton	COMM 201	Reporting for the Mass Media I	3
CSU, Northridge	JOUR 210 & 210L	Writing, Reporting and Ethics II & Lab	2,1

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
L.A. Pierce College	JOURNAL 202	Advanced NewsWriting	3
Santa Barbara City College	JOUR 122A	The Channels: Newswriting and Editing	3
Glendale Community College	JOURN 210	Advanced News Writing	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

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

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

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

Use of the Moorpark College Library's databases for articles on electronic media and journalism.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

Research, using the Library's online databases such as EBSCO Academic Search Complete, Elsevier ScienceDirect, and Gale Academic Onefile, for articles on such topics as fake news and what mainstream media produces the majority of it, and what that mean for the journalism profession in general.

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.
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
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
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.

100% 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.
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.

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
08/25/2020

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
CCC000426526

DOE/accreditation approval date
MM/DD/YYYY