



El Camino College
 COURSE OUTLINE OF RECORD – Official

Course Acronym:	JOUR
Course Number:	11abcd
Descriptive Title:	News Media Production and Social Media Storytelling
Division:	Humanities
Department:	Journalism
Course Disciplines:	Journalism
Catalog Description:	This course provides classroom instruction and practical newsroom experience to students who learn to report and publish news, sports, features and opinion across multiple platforms for the student media organization. Students work on staff as journalists producing daily community journalism for digital and print media, and learn to use a variety of industry-standard publishing tools to manage all aspects of the editorial process in the student newsroom. Students enrolled in this course produce journalistic content for scholastic competition on the regional, state, and national level.
Prerequisite:	Journalism 1 with a minimum grade of C or equivalent
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	2
Hours Laboratory (per week):	3
Outside Study Hours:	4
Total Course Hours:	90
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	No
Effective Date:	
General Education:	ECC
Term:	
Other:	
CSU GE:	

	Term:
	Other:
	IGETC:
	Term:
	Other:
Student Learning Outcomes:	<p>SLO #1</p> <p>Upon completion of the course, students will be able to accept a story assignment through Camayak (the organization's digital workflow tool) report the story through research and interviews, and write the story using the appropriate story structure (hard news, feature, sports, opinion, etc.)</p> <p>SLO #2</p> <p>Upon completion of the course, students will be able to report and write a 300- to 600-word journalistic story suitable for entry in scholastic journalism competition.</p> <p>SLO #3</p> <p>Upon completion of the course, students will be able to write a 300- to 600-word opinion piece that includes a clear position and at least two specific points of support for that position.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Generate ideas for stories to be published across multiple platforms. 2. Determine the best sources to be interviewed for various story types and conduct professional interviews. 3. Write a properly organized news, feature, opinion, entertainment and/or sports story for publication and entry in regional, state, and national scholastic competitions. 4. Identify and edit errors in stories in accordance with Associated Press and English grammar rules. 5. Recognize, discuss and apply current media law and professional ethical standards to reporting decisions when producing stories, photographs and social media posts, and when preparing and conducting interviews. 6. Utilize digital and print publication tools to create, produce, edit and track stories for publication across multiple platforms, many of which will be entered in regional, state, and national scholastic journalism competitions. 7. Utilize professionalism to create good will among community sources. 8. Evaluate community college and professional news outlets.
Major Topics:	<p>I. The role of the student journalist (12 hours, Lecture)</p> <p>A. The role of the journalist in society</p>

	<ul style="list-style-type: none"> B. How the student journalist finds story ideas on campus C. Evaluating the basic types of stories in student media news, sports, features, and opinion D. Analyzing the needs of the campus community and preparing story ideas and stories that meet those needs <p>II. Introduction to software, publication tools, and digital applications (12 hours, Lab)</p> <ul style="list-style-type: none"> A. Utilizing computer software such as Camayak and InDesign to create, manage, and publish news and information B. Utilizing social media and other digital tools to facilitate real-time reporting. C. Utilizing computer software such as Photoshop to prepare and edit images for publication D. Utilizing digital applications, such as Parse.ly, to track analytics and shape editorial direction. <p>III. Instruction in Reporting and writing techniques (12 hours, Lecture)</p> <ul style="list-style-type: none"> A. Interviewing techniques B. Identifying appropriate news sources for each story <p>IV. Practice in Reporting and writing techniques (36 hours, Lab)</p> <ul style="list-style-type: none"> A. Conducting interviews in accordance with professional rules of ethics and libel B. Writing stories for publication in accordance with Associated Press style rules, as well as English punctuation and grammar rules C. Editing stories for publication <p>V. Leadership skills (12 hours, Lecture)</p> <ul style="list-style-type: none"> A. Discussing time management skills, team building, personality conflicts, and working together as a team to overcome problems in the newsroom B. Utilizing journalism advisers as a resource to overcome management issues. C. Generating feedback from students, sources and others in the campus community to determine the effectiveness of student media. D. Responding to feedback in a professional manner <p>VI. Critiquing the paper (6 hours, Lab)</p> <ul style="list-style-type: none"> A. Analyzing and critiquing work created and published by the student news organization. B. Comparing work created and published by the student news organization with other community college publications and analyzing ways to make improvement C. Comparing work created and published by the student news organization to professional publications and analyzing ways to make improvement D. Participating in off-campus journalism conferences and competitions for critiquing and other learning workshops and sessions
Total Lecture Hours:	36
Total Laboratory Hours:	54

Total Hours:	90
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Write a news story of at least 400 words to be published across multiple platforms. Interview at least three sources and then write the story in the proper journalistic style that follows all Associated Press style and English grammar rules.
Critical Thinking Assignment 1:	Analyze and assess which of the ten story ideas discussed in class should be published. Analyze the importance of the story ideas for the El Camino College student and campus community. If you believe the story should be published by student media, identify at least three sources that could be interviewed for each story idea as well as an idea for a photograph or artwork to accompany the story. Explain the reasons for your choices in a written essay of 500 to 600 words.
Critical Thinking Assignment 2:	In a written critique of at least 500 words, analyze two front pages of a recent issue of The Union. Examine everything on the page, including headlines, photographs, captions, illustrations, and stories and correct any Associated Press style or English grammar errors. Include in your written critique how editorial choices on the pages could have been improved and how each of the stories on the pages could have been improved.
Other Evaluation Methods:	Class Performance, Completion, Essay Exams, Fieldwork, Matching Items, Multiple Choice, Performance Exams, Quizzes, Term or Other Papers, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Textbooks:	The Associated Press. The Associated Press Stylebook. The Associated Press, 2022.
Alternative Textbooks:	
Required Supplementary Readings:	The Los Angeles Times El Camino Union
Other Required Materials:	
Requisite:	Prerequisite
Category:	sequential
Requisite course(s): List both prerequisites and corequisites in this box.	Journalism-1
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding	This course demands prior knowledge of basic journalistic interviewing, story writing, and employing Associated Press-style guidelines. The required entry skills can be obtained through the prerequisite course; however, journalism skills also can be obtained in other ways. For instance, high school journalism courses or internships at local news outlets will provide the student with comparative entry skills. Because

<p>course objective under each skill(s).</p>	<p>Journalism 11 demands that a student interview, write, and publish student-produced news and information across multiple platforms, students without the requisite entry skills will not be able to immediately start interviewing, writing, and publishing. These students are highly unlikely to succeed in the course.</p> <p>Demonstrate the skills necessary to write a news, a feature, and a sports story.</p> <p>JOUR 1 - Demonstrate interviewing and related professional news-gathering techniques needed to write a news, a feature and a sports story.</p> <p>Construct basic news, feature, and sports stories, using industry-standard techniques and guidelines.</p> <p>JOUR 1 - Construct a basic news story, a basic feature story and a basic sports story using industry-standard techniques and guidelines.</p> <p>Demonstrate competence using Associated Press-style guidelines in preparing journalistic writing.</p> <p>JOUR 1 - Recognize and apply professional legal and ethical rules when gathering information for stories and when writing stories.</p>
<p>Requisite Skill:</p>	<p>or equivalent</p>
<p>Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable</p>	<p>This course demands prior knowledge of basic journalistic interviewing, story writing, and employing Associated Press-style guidelines. The required entry skills can be obtained through the prerequisite course; however, journalism skills also can be obtained in other ways. For instance, high school journalism courses or internships at local news outlets will provide the student with comparative entry skills. Because Journalism 11 demands that a student interview, write, and publish student-produced news and information across multiple platforms, students without the requisite entry skills will not be able to immediately start interviewing, writing, and publishing. These students are highly unlikely to succeed in the course.</p> <p>Demonstrate the skills necessary to write a news, a feature, and a sports story.</p> <p>Demonstrate interviewing and related professional news-gathering techniques needed to write a news, a feature and a sports story.</p> <p>Construct basic news, feature, and sports stories, using industry-standard techniques and guidelines.</p> <p>Construct a basic news story, a basic feature story and a basic sports story using industry-standard techniques and guidelines.</p> <p>Demonstrate competence using Associated Press-style guidelines in preparing journalistic writing.</p> <p>Recognize and apply professional legal and ethical rules when gathering information for stories and when writing stories.</p>
<p>Requisite course:</p>	
<p>Requisite and Matching skill(s):Bold the requisite skill. List the corresponding</p>	

course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	W. A. Kamrath
Date:	11/05/1973
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Kate McLaughlin
Date:	03/21/2022
Last Board Approval Date:	06/20/2022