

College of San Mateo

Course Outline

- New Course
 Update/No change
 Course Revision (Minor)
 Course Revision (Major)

Date: 10-12-10

Department: Digital Media

Number: 265

Course Title: Newspaper and Online News Production

Units: 3

Total Semester Hours

Lecture: 32

Lab: 48

Homework: 64

By Arrangement:

Length of Course

Semester-long

Short course (Number of weeks ___)

Open entry/Open exit

Grading

Letter

Pass/No Pass

Grade Option (letter or Pass/No Pass)

Faculty Load Credit (To be completed by Division Office; show calculations.):

Lecture hours per week (2) X 16 = 32 / 16 = FLC 2.0 Lab (3) X 16 = 48 / 16 = 3 X .7 = FLC 2.1

Total Faculty Load Credit: 4.1 FLC

1. **Prerequisite** (Attach Enrollment Limitation Validation Form.)
Prerequisite: eligibility for ENGL 838/848
2. **Corequisite** (Attach Enrollment Limitation Validation Form.)
None
3. **Recommended Preparation** (Attach Enrollment Validation Form.)
Completion of or concurrent enrollment in JOUR 120 or DGME 260 or DGME 261
4. **Catalog Description**
Digital Media 265 – Newspaper and Online News Production
(3) (*Pass/No Pass or letter grade*) Minimum of 32 lecture and 48 lab hours per term. Production of the student newspaper and news website, *The San Matean*. Discussion and criticism of staff organization and news content. (To increase competency, may be taken four times for a maximum of 12 units.) Prerequisite: eligibility for ENGL 838/848. (AA: Area E5d, CSU)
5. **Class Schedule Description**
Digital Media 265 – Newspaper and Online News Production
Production of the student newspaper and news website, *The San Matean*. Discussion and criticism of newspaper content and layout. May be taken four times for a maximum of 12 units.
Prerequisite: eligibility for ENGL 838/848. (*Pass/No Pass or letter grade*) (AA: Area E5d, CSU)
6. **Student Learning Outcomes** (Identify 1-6 expected learner outcomes using active verbs.)

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

1. Produce and edit news and feature stories, columns, opinion stories, photos, headlines, page layouts and/or web pages for publication under deadline.
 2. Recall and comply with Associated Press guidelines for newswriting.
 3. Apply libel, privacy and ethical guidelines to reporting and finished publications as outlined by the Society of Professional Journalists Code of Ethics.
 4. Evaluate media industries for further study or career objectives.
7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. In this case, "Same as Student Learning Outcomes" is appropriate here.*)
Same as Student Learning Outcomes.
 8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, a sample course syllabus with timeline may be attached.)

The course is structured around production every two weeks of the campus newspaper. Production is conducted in a manner similar to the commercial press with a hierarchy headed by editors. The major subject areas, such as beat coverage, are defined as duties and addressed as needed for production. A manual, which includes a syllabus for Journalism 300 students, provides the basis for instruction and details regarding course objectives. A copy of the manual is attached.

Topical outline

- I. News Beat Coverage
 - A. Introduction and definition of beat coverage
 1. How a newspaper collects basic information for coverage
 2. Why deadlines are important for beat coverage
 - B. Techniques for beat coverage
 1. How to establish contact with a beat source
 2. Preparing for interview with beat contact
 3. Preparing beat report for editors at The San Matean
- II. Content preparation
 - A. Editing
 1. Introduction of copy editing
 2. Using the AP Stylebook for copy editing
 3. Preparing stories, photos and video for The San Matean newspaper and website
 - B. Proofreading
 1. Introduction and definition of proofreading
 2. Using the AP Stylebook for copy editing
 - C. Headline Writing
 1. Introduction of headline writing
 2. The mechanics of writing a "hed"
 - a. Use of verbs
 - b. Appropriate sizing
 - c. Anomalies of headline English
- III. Page Design
 - A. Introduction of page design
 1. Differences between tabloid and broadsheet
 2. Use of "art and pix"

- 3. Use of typography
- 4. Use of photography
- 5. Page design used by The San Matean
- IV. Judgment, Taste, Ethics and Legal Matters
 - A. Introduction of judgment as practiced in the news industry
 - B. Introduction of taste as practiced in the news industry
 - C. Introduction of ethics as practiced in the news industry
 - 1. Using the SPJ Code of Ethics
 - D. Introduction of legal standards as practiced in the news industry
 - 1. Definition of libel and invasion of privacy

9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Describe out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills. **If hours by arrangement are required, please indicate the additional instructional activity which will be provided during these hours, where the activity will take place, and how the activity will be supervised.**)

The instructor will lecture and lead group discussions during class sessions about fundamental elements in journalism performance. Students will be advised by the instructor in completing assignments for the student publication. Student work will be published or otherwise incorporated into publication production within the existing student-run editorial structure. For hours by arrangement, students will participate in the laboratory sessions or field assignments for publication production within a schedule that accommodates their availability.

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class then applied skills.)

Grading will be based on:

- Participation, i.e., completion of assignments, including timely beat coverage
- Demonstrated progress, i.e., improvement in response to the ethics code, critiques, coaching, editors' directions and collaboration with other staffers
- Deadline adherence
- Culminating essay and "stringbook"

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)
 Associated Press Style Book and Libel Manual 2009, Addison-Wesley Publishing Co., Inc.
 The Elements of Style: 50th Anniversary Edition, by William Strunk Jr. and E.B. White, Macmillan Publishing Co., Inc., 2008
 Students also are provided a copy of the program's operations and ethics guide, The San Matean Manual. These materials are available in the classroom library.

Prepared by: _____
 (Signature)

Email address:

Submission Date: _____