GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 05/18/2021

GCCCD Governing Board Approval: 06/15/2021

MEDIA COMMUNICATIONS 132A – STUDENT NEWS PRODUCTION 1

1. Course Number Course Title Semester Units

MCOM 132A Student News Production 1 3

Semester Hours

1 hour lecture*:* 16-18 hours 32-36 outside of class hours 6 hours lab: 96-108 hours

144-162 total contact hours

2. Course Prerequisites

A “C” grade or higher or “Pass” in MCOM 112 or equivalent.

Corequisite

None

Recommended Preparation

None

3. Catalog Description

The introductory course in a series of three, this student media practicum includes a lab that regularly produces a news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Includes weekly news assignments and a variety of student media across multiple platforms. The student will gain practical experience in design, visual, online, multimedia journalism, and emerging technologies. The publication is student-produced with student leadership.

4. Course Objectives

The student will:

a. Classify relevant news content.

b. Gather and construct weekly news information.

c. Edit and produce basic news and information into publishable form with attention to accuracy, clarity, thoroughness, fairness, AP style, and media law and ethics.

d. Assess and apply legal and ethical issues affecting media.

e. Develop effective design for story presentation.

f. Develop news stories through written, visual, audio, video, or other multimedia formats.

g. Assess and formulate the most appropriate format for telling basic news stories.

h. Compose a portfolio of completed projects for student media that demonstrates a range of storytelling formats and styles.

5. Instructional Facilities

a. Standard Classroom

b. Computer workstations with design software and print, video, and audio editing software

c. Internal department network access

d. Digital field production cameras

6. Special Materials Required of Student

Basic Google account

7. Course Content

a. Writing and presentation of journalistic articles for print, online or broadcast.

b. Storytelling through written, visual, audio, video, or other multimedia formats.

c. Copy editing.

d. Working under deadlines.

e. Reporting and writing.

f. Online and multimedia journalism.

g. Legal issues.

h. Media ethics.

i. The business side of publication (advertising, sales, distribution).

8. Method of Instruction

a. Lecture, lab demonstration, and classroom review.

b. Discussion of published and non-published assignments.

c. Guest speakers.

9. Methods of Evaluating Student Performance

a. Assessment of reporting, writing, and other produced content such as design and multimedia.

b. Critiques by instructor and peers.

c. Professional protocols such meeting deadlines and participation in scheduled meetings and activities measured by attendance records and lab hour logs.

d. Assessment of final portfolio of published and non-published content.

10. Outside Class Assignments

a. Weekly news gathering, reporting, and production of campus events, news and other stories or events that impact students.

b. Submission of weekly news assignments.

c. Production of cross-platform news stories.

11. Representative Texts

a. Representative Text(s):

1) Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*, 4th ed. Sage, 2020.

2) Missouri Group. *News Reporting and Writing*. 13th ed. Bedford, St. Martin’s, 2020.

b. Supplementary texts and workbooks:

The Associated Press. *Associated Press Stylebook and Briefing on Media Law*. Hachette Book Group: 2020.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Analyze raw information or images to determine if they are newsworthy.
2. Critically examine information and construct stories, images, graphics, audio, and video.
3. Employ the proper styles of news writing to organize story content for various platforms.
4. Revise a story, image, graphic, or multimedia content in response to editor decisions to make it ready for distribution.