BARTON COMMUNITY COLLEGE

##### COURSE SYLLABUS

## I. GENERAL COURSE INFORMATION

Course Number: JOUR 1711

Course Title: Journalism II

Credit Hours: 3

Prerequisites: Journalism I

Division/Discipline: Academic Division/Journalism

Course Description: This course is designed to acquaint the student with the basic elements of design (photos, headlines and text). Students will learn how to create charts, maps and diagrams; design attractive photo spreads; add effective sidebars to complex stories; create page designs; develop leads for stories; and meet deadlines. *Students are expected to demonstrate advanced skills and assume leadership responsibility in the production of news for the student news website.*

## II. INSTRUCTOR INFORMATION

## III. COLLEGE POLICIES

Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

## IV. COURSE AS VIEWED IN THE TOTAL CURRICULUM

This course gives the student the skills to enhance their writing and critical thinking skills through the creation and production of journalism output for the student news website.

**V. ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies:

1. Identify topics and issues in the news media.
   1. Evaluate current trends in the news media design and layout.
   2. Demonstrate an understanding of the fundamental elements of the news media.
   3. Illustrate familiarity with the many aspects of news media production.
   4. Consume news from other sources and interpret the issues/priorities evident from those news media.
   5. Consume other collegiate news media and compare how they are covering news stories and how similar issues could be covered by Barton journalism students.
   6. Label the various types of feature stories including a profile, personality piece, news feature, single source, and investigative story.
   7. Explain the following concepts as they apply to journalism: accuracy, honesty, integrity, fairness, and public service.
2. Develop and display proficiency with the technical skills of news production.
   1. Illustrate appropriate typography skills.
   2. Analyze photographs for news articles and identify appropriate photos for news articles.
   3. Demonstrate appropriate elements for effective page layout.
   4. Define the many different types of headlines and indicate when they are appropriate.
   5. Generate digital photography and digital video in the production of the student news website.
3. Demonstrate effective news production skills.
   1. Compose an article for the student news website.
   2. Demonstrate knowledge of the difference between an editorial, column and news story.
   3. Illustrate familiarity with the many aspects of mews media production by participating in the production of the student news website.
   4. Apply appropriate editing techniques to student articles.
   5. Apply the Associated Press style to published articles.
   6. Employ time management and organizational skills to meet publication deadlines.
   7. Demonstrate improved written communication skills through writing articles for the student news website.
   8. Practice the editorial process and evaluate stories for the student news website.
   9. Practice the editorial process to identify appropriate stories for the student news website.
   10. Organize the website, homepage, text alerts, email alerts and other components of digital media production.
   11. Demonstrate improvement in public relations and human relations techniques in dealing with peers, news sources and the business community through interviewing news sources and selling advertising.

## VI. INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS

## VII. TEXTBOOKS AND OTHER REQUIRED MATERIALS

### VIII. REFERENCES

### IX. METHODS OF INSTRUCTION AND EVALUATION

## X. ATTENDANCE REQUIREMENTS

## XI. COURSE OUTLINE