Outline of Instruction

Division: Humanities
Area: Journalism

Course Number: 261
Course Name: Journalism Workshop II
Prerequisites: Journalism 162
Corequisite: NONE
Hours Required: Class: 45 Lab: 0 Credits: 3

Course Description/Purpose

This course is a continuation of Journalism 162.

Major Units

- How to supervise and manage others
- Specialty types of writing (i.e., profiles, editorials, etc.)
- The conventions of layout and design
- Completing story and pictorial assignments for production
- Copy editing

Educational/Course Outcomes

Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

Cognitive

Each student will be expected to Identify/Recognize...

- the principles of editorial decision making.
- terms germane to journalism production (i.e., lead, byline, caption, poll-quote, and proof).
- structure of a profile, editorial, column, and review.
- ethical/legal concerns (i.e., libel, privacy, and obscenity issues).
- principles of quality layout and design.
- the variety of tools available in desktop publishing programs to design an effective layout

Performance

Each student will be expected to Demonstrate/Practice...

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• the ability to assign stories and photos to 162 students.

• the ability to determine the content of an issue.

• the ability to layout and design a page in a newspaper.

• the ability to write profile, editorial, column, and review.

• the ability to complete assignments by deadline.

• a working knowledge of various desktop publishing programs (PageMaker, PhotoShop, etc.)

• the ability to determine a publishing schedule.

• the ability to coordinate the production of a photo essay

• the ability to use the Associated Press Stylebook and Libel Manual

• the ability to research stories Online.

• the ability to distribute and promote a college newspaper.

• the ability to work with the public in terms of distribution, promotion, advertising, and obtaining stories and photos.

• the ability to critique newspapers in terms of fairness, accuracy, brevity, clarity, content, layout, and design.

Attitudinal

Each student will be expected to Believe/Feel/Think . . .

• that editors have a responsibility to the community they serve to provide unbiased, accurate, and fair information.

• that newspaper production is a team effort.

• it is important to critique your work in order to improve.

• that media related careers require excitement, enthusiasm, energy, and motivation

• that editors have a responsibility to the senior editors and publisher

MB/pf—6/04