COURSE OUTLINE OF RECORD

Number: JOUR G289  TITLE: Multiplatform Journalism

ORIGINATOR: Gary Metzker  EFF TERM: Fall 2017
FORMERLY KNOWN AS:  DATE OF
OUTLINE/REVIEW: 02-07-2017
CROSS LISTED COURSE:  TOP NO: 0602.00
CID: JOUR 120

SEMESTER UNITS: 3.0
HRS LEC: 54.0  HRS LAB: 0.0  HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
This introductory course helps students to transform and restate journalism from an online perspective using the internet. The course allows students to practice and organize the basics of online publishing and writing. Students work within the constructs of social media by utilizing the tools and technologies to create websites, write and assemble multimedia content for the online environment.

JUSTIFICATION FOR COURSE:

PREREQUISITES:
COREQUISITES:
ADVISORIES:
ASSIGNED DISCIPLINES:
  Journalism
  Mass communication
MATERIAL FEE: Yes [ ] No [X] Amount: $0.00
CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]
GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]
OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]
TRANSFER STATUS: CSU Transferable [X] UC/CSU Transferable[ ] Not Transferable[ ]
BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable
CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable
NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course
OCCUPATIONAL (SAM) CODE: D
REPEATABLE ACCORDING TO STATE GUIDELINES: No [X]  NUMBER REPEATS:
REQUIRED FOR DEGREE OR CERTIFICATE: No [X] Yes [ ]
GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Identify and demonstrate the history and the development of the internet as related to journalism in the 21st century.

2. Describe the components of effective videos.

3. Measure the characteristics and process for blogging.

4. Evaluate and assess the outcomes of podcasting and photo galleries.

COURSE OBJECTIVES:
1. Identify and demonstrate the history and the development of the internet as related to multiplatform journalism.
2. Recognize and demonstrate basic journalism skills including AP style, terminology, legal and ethical issues.
3. Identify and understand the differences and similarities between reporting and publishing offline and online from a journalistic perspective.
4. Evaluate and assess the components of effective software for publishing web content, including blogging with a journalistic bent; videos, podcasting and photo galleries to tell a news story.

COURSE CONTENT:
   LECTURE CONTENT:

   A. Introduction and overview to course
      1. Who is Tim Berners Lee and why should we care?
      2. History of the world wide web
      3. Differences between online and offline journalism

   B. Introduction to social media
      1. Social media for journalists
      2. Posting stories live online
      3. Continuously updating live stories
      4. Intro to HTML and CSS
      5. Basic audio editing
      6. Building a photo story and a photo gallery
      7. Evaluation of software
         a. Assess the components of effective software for publishing web content, including blogs, video and podcasting.

   C. Introduction to blogging
      1. Creating a blog
      2. Maintaining an updated blog

   D. Introduction to audio reporting
      1. Using audacity and Adobe Audition
      2. Shooting video; the rule of thirds
      3. Intro to iMovie
      4. Editing your video

   E. Ethics in online media
METHODS OF INSTRUCTION:

A. Lecture:
B. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Textbooks, including Associated Press stylebook.

Out-of-class Assignments

Students will be assigned to cover activities that are happening on the Golden West campus. Examples would include Rustler Roundup, Career Day, student government meetings, sporting events, Pillar of Honor.

Additionally, students will be required to attend a lecture prepared by library staff informing students how to collect data using online resources.

Writing Assignments

To be determined by instructor and by events that happen on the Golden West campus.

METHODS OF STUDENT EVALUATION:

Short Quizzes
Written Assignments
Projects (ind/group)
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

Critical thinking skills are paramount in journalism. As such students will be required to demonstrate the ability to judge, appraise, evaluate and compare information toward the preparation of a news story on different media platforms.

Required Writing, Problem Solving, Skills Demonstration:

Each student must produce stories and post them on multiple media platforms such as the Western Sun, westernsun.us, and on social media sites such as Facebook, Instagram and Snapchat.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Manuals:

LIBRARY:
Adequate library resources include: Print Materials
Non-Print Materials
Online Materials
Services

Comments:

Attachments:

Attached Files