

STATE UNIVERSITY OF NEW YORK

COLLEGE OF TECHNOLOGY

CANTON, NEW YORK

COURSE OUTLINE

ENGL 309 – JOURNALISM

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**SCHOOL OF BUSINESS AND LIBERAL ARTS
DEPARTMENT OF ENGLISH/ HUMANITIES
MAY 2015**

A. TITLE: Journalism

B. COURSE NUMBER: ENGL 309

C. CREDIT HOURS: 3

D. WRITING INTENSIVE COURSE: Yes

E. COURSE LENGTH: 15 weeks

F. SEMESTER(S) OFFERED: Spring or Fall

G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY: 3 lecture hours per week

H. CATALOG DESCRIPTION: This course provides a general introduction to journalistic principles and practice in gathering and writing news. Students write a variety of news story types with the goal of developing an array of publishable writing samples to present at a job interview. Fundamentals of English grammar and mechanics are reinforced through regular editing exercises. Ethical issues related to mass media are considered. Online journalism is explored, as well as alternative forms of media writing, including broadcast writing, advertising and public relations.

I. PRE-REQUISITES/CO-REQUISITES:

- a. Pre-requisite(s): ENGL 101 (Expository Writing) OR ENGL 102 (Oral and Written Expression) AND junior status
- b. Co-requisite(s): none

J. GOALS (STUDENT LEARNING OUTCOMES):

By the end of this course, the student will be able to:

Student learning outcomes	Institutional SLO
a. <i>Compile</i> and <i>organize</i> information from online and offline sources	3. Professional Competence
b. <i>Identify</i> an audience and <i>adapt</i> information to specific audiences	1. Communication 2. Critical Thinking 3. Professional Competence
c. <i>Demonstrate</i> effective interviewing, writing, and editing techniques	1. Communication 3. Professional Competence
d. <i>Explain</i> and <i>defend</i> ideas regarding mass media issues individually and/or in small groups.	1. Communication 2. Critical Thinking 4. Inter-Intrapersonal Skills
e. <i>Analyze</i> and <i>dissect</i> current events as depicted in professional news sources	1. Communication 2. Critical Thinking 3. Prof. Competence 4. Inter-Intrapersonal Skills

f. <i>Demonstrate</i> mastery of English grammar and mechanics and familiarity with the Associated Press Stylebook	3. Professional Competence
g. <i>Plan</i> and carry out research and interviews in order to <i>compose</i> the following news stories: a profile, a local government meeting report, a statistical analysis and a crime report.	1. Communication 2. Critical Thinking 3. Professional Competence 4. Inter-Intrapersonal Skills

K. TEXTS:

Alexander, Alison and Jarice Hanson. *Taking Sides: Clashing Views in Mass Media and Society*. 13th Ed. New York: McGraw-Hill, 2015. Print.

Christian, Darrell, Sally Jacobsen and David Minthorn (eds.). *Associated Press Stylebook and Briefing on Media Law 2013*. New York: Basic Books, 2013. Print.

Rich, Carole. *Writing and Reporting News: A Coaching Method*. 8th Ed. Boston: Wadsworth/Cengage Learning, 2015. Print.

L. REFERENCES: (alternative textbooks, references, and resources for the course)

Mencher, Melvin. *Melvin Mencher's News Reporting and Writing*. 12th Ed. New York: McGraw-Hill, 2011. Print.

The New York Times

The Chicago Tribune

The Washington Post

The Boston Globe

The Los Angeles Times

The Albany Times-Union

The Syracuse Post-Standard

Relevant local newspapers based on students' physical location

L. EQUIPMENT: technology enhanced classroom

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

Written Exercises

Quizzes

Papers

Participation/Discussion Boards

P. DETAILED COURSE OUTLINE:

I. Understanding News

A. Changing Concepts of News

1. Economic Changes

- 2. Changing Values
 - 3. Changing Delivery
 - B. The Basic News Story
 - 1. Finding Focus
 - 2. Elements of a Story
 - 3. Quotes and Attribution
 - C. Social Media
 - 1. Defining Social Media
 - 2. Reporting with Social Media
 - 3. Verifying Social Media
- II. Collecting Information
 - A. Sources and Online Research
 - 1. Human Sources
 - 2. Data Sources
 - 3. Written Sources
 - 4. Online Sources
 - 5. Multiculturalism and Ethics
 - B. Interviewing Techniques
 - 1. Gathering Details and Note-Taking
 - 2. Digital Recorders and Videotape
 - 3. Active Listening
 - 4. Email and Telephone Interviewing
 - 5. Common Interviewing Problems
 - C. Mobile and Multimedia Skills
 - 1. Writing for Mobile Media
 - 2. Multimedia and Convergence
 - 3. Multimedia Innovation
 - 4. Multimedia Planning
 - 5. Writing for Multimedia
- III. Constructing Stories
 - A. Leads and Nut Graphs
 - 1. Types of Leads
 - 2. Hard News Leads
 - 3. Soft News Leads
 - 4. Finding the Lead
 - B. Story Organization
 - 1. The Writing Process and Journalism Applications
 - 2. Organizational Techniques
 - 3. Middles and Endings
 - C. Story Forms
 - 1. Inverted Pyramid
 - 2. *The Wall Street Journal* Formula
 - 3. Hourglass Structure
 - 4. List Technique
 - 5. Question/Answer Format
 - 6. Sections Technique

- D. Storytelling and Feature Techniques
 - 1. Narrative Writing
 - 2. Writing and Reporting Tools
 - 3. Storytelling Structure
 - 4. Serial Storytelling and Web Narrative
- E. Writing for Broadcast News
 - 1. News Production
 - 2. Broadcast Style and Guidelines
 - 3. Scripts, Teasers, and Lead-Ins
 - 4. Writing for Radio News
- F. Online Journalism
 - 1. Qualities of Online News
 - 2. Meeting the Needs of Online Readers
 - 3. Planning a Story
 - 4. Elements of a Web Story
 - 5. Online Structure and Techniques
- G. Public Relations Writing
 - 1. The Symbiotic Relationship of Journalism and PR
 - 2. Writing Press Releases
 - 3. Email Press Releases
 - 4. Public Service Announcements
 - 5. Media Kits
- IV. Understanding Media Issues
 - A. Media Law
 - 1. Libel and Slander
 - 2. Accuracy, Confidentiality and Anonymous Sources
 - 3. Permissions and Privacy
 - 4. Copyright
 - 5. Legal Considerations for Online Reporting
 - B. Media Ethics
 - 1. Conflicts of Interest
 - 2. Entrapment and Deception
 - 3. Plagiarism
 - 4. Privacy Issues
 - 5. Ethical Models and Codes
 - C. Multicultural Sensitivity
 - 1. Multicultural Language
 - 2. Reporting on Minorities
 - 3. Reporting on Gender
 - 4. Reporting on Special Populations
- V. Types of News Stories
 - A. Profiles and Obituaries
 - 1. Basic Elements
 - 2. Micro Profiles and Snapshot Profiles
 - 3. Profile Organization
 - 4. Obituary Guidelines

- B. Speeches, News Conferences and Meetings
 - 1. Writing about a Meeting
 - 2. Writing about a Speech
 - 3. Writing about a News Conference
- C. Government and Statistical Reporting
 - 1. Using Visuals
 - 2. Avoiding Jargon
 - 3. Writing About Budgets and Numerical Stories
- D. Crime and Court Reporting
 - 1. Crime Story Guidelines
 - 2. Court Story Guidelines
 - 3. Federal and State Courts
 - 4. Civil Courts
- E. Disasters and Tragedies
 - 1. Remaining Sensitive in the Face of Tragedy
 - 2. Reporting on the Weather
 - 3. Airplane Crashes
 - 4. Natural Disasters vs. Man-Made Tragedy
 - 5. Disaster Basics
 - 6. Dealing with Grief
 - 7. Self-Care and Avoiding Burnout
- VI. Media Careers
 - A. Application Essentials – Resumes and Cover Letters
 - B. Online Applications
 - C. Portfolios
 - D. Interview Tips and Techniques
 - E. The Future of the Media Industry

Q. LABORATORY OUTLINE: None