

_____SOUTH SEATTLE COMMUNITY COLLEGE_____

Academic Programs

COURSE OUTLINE

Revision: Betsy Berger, May 2008

DEPARTMENT: Academic Programs

CURRICULUM: Humanities/Journalism

COURSE TITLE: News Writing

COURSE NUMBER: JRN 102

TYPE OF COURSE: Academic Transfer
Special Requirement Met: None

AREA(S) OF KNOWLEDGE: Language and Speech

COURSE LENGTH: 1 quarter

CREDIT HOURS: 2 to 4

LECTURE HOURS: 22 to 44

LAB HOURS: 0

CLASS SIZE: 25

PREREQUISITES: JRN 101 or instructor permission

COURSE DESCRIPTION:

Continuation of JRN 101. Emphasis on special assignments in writing such as features-writing, in-depth reportage, analysis writing, and special projects.

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STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication – Read and listen actively to learn and communicate. Speak and write effectively for personal, academic and career purposes.
2. Human Relations – Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values.
3. Critical Thinking and Problem Solving – Think critically in evaluating information, solving problems and making decisions.
4. Technology – Select and use appropriate technological tools for personal, academic and career tasks.
5. Personal Responsibility – Be motivated and able to continue learning and adapt to change. Value one's own skills, abilities, ideas and art. Take pride in one's work. Be aware of civic and environmental issues.
6. Information Literacy – Access and evaluate information from a variety of sources and contexts, including technology. Use information to achieve personal, academic, and career goals, as well as to participate in a democratic society.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Write and understand news stories quickly and accurately with a thorough understanding of basic news styles.
2. Support the filler file with written contributions of less time-bound pieces such as essays, opposite editorials (op-eds), reviews, poems, fiction writing, photographs with captions, comics, art work and other pieces.
3. Practice interviewing by phone, in-person, at an event, at press conferences, and in other situations and show professional judgment in the use of quotes and attributions.
4. Understand the role of public relations (and press releasing as it pertains to a student newspaper) vs. advertising writing.
5. Develop a more sophisticated sense of the business aspect to *The Sentinel*, the making of an ad packet, the role of writing and its relation to advertising and audience and practice writing an advertisement.
6. Learn and apply the principles of beat reporting, including the maintenance of a campus beat (e.g. student government, sports, president's office, security, vocational-technical (vo-tech) programs, academic programs, various respective programs, student events, college transfer, student support services, continuing education, and the library, etc.
7. Practice specialized in-depth writing and reporting skills such as in serialized writing, special features, survey-conducting and reportage, photo essays, etc.

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8. Learn the role of mass media (macro perspective) in society and how print media stands in relation to other media (radio, television, Internet, etc.)

TOPICAL OUTLINE:

APPROX. HOURS: 22 - 44

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| I. | Filler file | 3 – 6 hours |
| II. | Public Relation and Advertising, Ad writing and design | 2 – 4 hours |
| III. | Business | 2 – 4 hours |

REVISED BY: Betsy Berger
DATE: May 2008

JRN 102