ORIGINAL COURSE IMPLEMENTATION DATE: May 2009
REVISED COURSE IMPLEMENTATION DATE: May 2022
COURSE TO BE REVIEWED (six years after UEC approval): November 2027
Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 300	Number of Credits: 3 Course credit policy (105)

Course Full Title: Introduction to the Practice of Journalism
Course Short Title: Intro Practice of Journalism

Faculty: Faculty of Humanities	Department (or program if no department): Communications

Calendar Description:

Covers the fundamentals of news writing and reporting as demanded by newsrooms across different forms of media. The training requires outside journalistic investigation including interviewing and fact gathering. Students will explore a variety of skills including image selection, headline, lead, and caption writing, feature writing, news analysis, and routine newsroom operations.

Note: This course is offered as CMNS 300 and JRNL 300. Students may take only one of these for credit.

Prerequisites (or NONE):	One of the following: CMNS 125, CMNS 175, or ENGL 105.
Corequisites (if applicable, or NONE):	NONE
Pre/corequisites (if applicable, or NONE):	NONE

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with: **JRNL 300**

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Course Details

Special Topics course: **No**
  (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
  (See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every other year**

Maximum enrolment (for information only): **25**

Typical Structure of Instructional Hours

Lecture/seminar	25
Tutorials/workshops	20
Supervised labroratory hours (computer lab)	
Total hours	**45**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **No**

Submit outline for (re)articulation: **No**
  (If yes, fill in transfer credit form.)

Department approval	Date of meeting:	April 9, 2021
Faculty Council approval	Date of meeting:	September 17, 2021
Undergraduate Education Committee (UEC) approval	Date of meeting:	November 26, 2021

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Identify stories by applying news values and gather facts, using digital and analog tools.
2. Select and organize information and images by using the opportunities provided by the most recent digital software and hardware.
3. Produce news reports, columns, features, and/or reviews in a clear, concise style.
4. Explain the unique role and responsibility of a journalist.
5. Prepare interview questions, and employ culturally competent reporting strategies and digital tools to conduct interviews.
6. Identify the importance of journalistic storytelling, in conversation with Indigenous ways of knowing.
7. Use professional standards of fairness, accuracy, context, and truthfulness.
8. Make informed decisions about the balance between core journalistic values and non-objective advocacy journalism.
9. Consider ethical issues associated with journalistic practice, in digital, broadcast, and print environments.
10. Describe the role that digital marketing techniques such as search engine optimization (SEO) and audience analysis play in digital journalism.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	60%	Project:	30%	Quizzes/tests:	10%
	%		%		%

Details:
Weekly writing assignments   15%
News assignment   20%
Feature writing assignment   25%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	McKercher, C., Thompson, A., & Cumming, C.	*The Canadian reporter: News writing and reporting*	2011
2.	Textbook	Goldstein, N.	*The Associated Press stylebook and briefing on media law.*	2002
3.	Textbook	Gillespie, B.	News Writing and Reporting: An Introduction to Skills and Theory	2017
4.				

Course Content and Topics

- **Introduction to the course and each other**
  - What is journalism? What is news?
  - Factors that influence whether an event is newsworthy.
  - The role of the journalist: the public interest vs. what interests the public.
- **Background: history and development**
  - Journalism and the evolution of societies: a mirror to the times; from the not-so-Free Press to the effects of technology and the role of unions. Reading assignment. AP Style and Copy presentation study assignment.
  - The relationship between journalism and Indigenous peoples in Canada.
  - Institutional, political and social Influences on journalistic content
- **Hard news reporting I**
  - Journalist, Know Thy Sources: Primary and secondary sources of information; structure and formulas: writing leads, headlines and cutlines; ethics; interview techniques; News Project 1, formation of micro-newsrooms, reporting assignment; reading assignment: discussion.
- **Guest speakers**
  - Local reporters offer first-hand advice, discuss methods and strategies.
- **Hard news reporting II**
  - Vetting: The Final Frontier; News Project 1: newsroom reports; discussion. The art of editing.
- **Accent on style**
  - Different writing styles; identifying differences between news reports, editorial pieces and feature stories; micro-newsroom
  - Project 2, Op-ed; reading assignment. AP Style test.
- **News and social commentary**
  - Project 2 newsroom reports; discussion; micro-newsroom Project 3, My Best Feature.
- **Feature writing**
  - A Thousand Words: Why Photos Make a Difference; Project 3, feature presentations.