Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor.

CMNS 300 Communications 3

COURSE NAME/NUMBER FACULTY/DEPARTMENT UFV CREDITS
Introduction to the Practice of Journalism

CALENDAR DESCRIPTION:
This course covers the fundamentals of news writing and reporting as demanded by newsrooms across all forms of media. The course is writing intensive and requires outside journalistic investigation including interviewing and basic fact gathering. A wide variety of forms will be explored, from image selection, headline, lead, and caption writing to articles based on the coverage of news events. Students will also practice writing feature stories as well as assessing local reactions to national events and issues.

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

PREREQUISITES: One of CMNS 125, CMNS 155, CMNS 175, or ENGL 105

SYNONYMOUS COURSE(S):
(a) Replaces: 
(b) Cross-listed with: JRNL 300
(c) Cannot take: JRNL 300 for further credit.

TOTAL HOURS PER TERM: 45

Length of course: 

STRUCTURE OF HOURS:
Lectures: 15 Hrs
Seminar: 15 Hrs
Laboratory: 15 Hrs
Field experience: Hrs
Student directed learning: Hrs
Other (specify): Hrs

OTHER:
Maximum enrolment: 25
Expected frequency of course offerings: Annually
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): Marcella LaFever and Paul Burkhart

Department Head: Samantha Pattridge
Campus-Wide Consultation (CWC) Tetsuomi Anzai
Curriculum Committee chair: Jacqueline Notte
Dean/Associate VP: Undergraduate Education Committee (UEC) approval

Date approved: September 2013
Date of meeting: n/a
Date of meeting: September 13, 2013
Date approved: September 13, 2013
Date of meeting: March 28, 2014
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- identify stories and gather facts
- select and organize information and images
- write news reports, columns, features, and/or reviews in a clear, concise style
- articulate the unique role and responsibility of a journalist
- conduct interviews
- write a news story
- write a feature story
- write a column
- use professional standards of fairness, accuracy, context, and truthfulness
- consider ethical issues associated with journalistic practice
- meet deadlines

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lecture, seminar, guest speakers, workshop, exercises, writing assignments

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)
- Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. An example of texts might be:]

SUPPLIES / MATERIALS:

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
In-class assignment 15%
News assignment 25%
Feature assignment 25%
Opinion assignment 25%
Group participation 10%

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]
Week 1  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.

Week 2  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.

Week 3-4  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.

Week 5  Guest Speakers
Local reporters offer first-hand advice, discuss methods and strategies.

Week 6-7  Hard News Reporting II
Vetting: The Final Frontier; News Project 1: newsroom reports; discussion. The art of editing.

Week 8  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.

Week 9-10  News and Social Commentary
Project 2 newsroom reports; discussion; micro-newsroom Project 3, My Best Feature.

Week 11-13  Feature Writing
A Thousand Words: Why Photos Make a Difference; Project 3, feature presentations.