### OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<table>
<thead>
<tr>
<th>Course Code and Number:</th>
<th>CMNS 300</th>
<th>Number of Credits:</th>
<th>3</th>
<th><a href="#">Course credit policy (105)</a></th>
</tr>
</thead>
</table>

**Course Full Title:** Introduction to the Practice of Journalism  
**Course Short Title (if title exceeds 30 characters):** Intro Practice of Journalism

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

**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.

**Prerequisites (or NONE):**  
One of the following: CMNS 125, CMNS 155, CMNS 175, or ENGL 105.

**Corequisites (if applicable, or NONE):**  
NONE

**Pre/corequisites (if applicable, or NONE):**  
NONE

**Equivalent Courses (cannot be taken for additional credit):**  
Former course code/number:  
Cross-listed with: **JRNL 300**  
Equivalent course(s): **JRNL 300**

**Note:** Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

**Total Hours:** 45  
**Typical structure of instructional hours:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture hours</td>
<td>15</td>
</tr>
<tr>
<td>Seminars/tutorials/workshops</td>
<td>15</td>
</tr>
<tr>
<td>Laboratory hours</td>
<td>15</td>
</tr>
<tr>
<td>Field experience hours</td>
<td></td>
</tr>
<tr>
<td>Experiential (practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Online learning activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>

**Transfer Credit**

Transfer credit already exists: ☐ Yes ☒ No

Transfer credit requested (OReg to submit to BCCAT):

☐ Yes ☒ No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: ☐ Yes ☒ No

To find out how this course transfers, see [bctransferguide.ca](http://bctransferguide.ca).

**Special Topics**

Will the course be offered with different topics?

☐ Yes ☒ No

If yes, different lettered courses may be taken for credit:

☐ No ☐ Yes, repeat(s) ☐ Yes, no limit

*Note: The specific topic will be recorded when offered.*

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

**Expected frequency of course offerings (every semester, annually, every other year, etc.):** every other year

<table>
<thead>
<tr>
<th>Department / Program Head or Director: Samantha Patridge</th>
<th>Date approved: September 5, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Council approval</td>
<td>Date approved: October 16, 2015</td>
</tr>
<tr>
<td>Campus-Wide Consultation (CWC)</td>
<td>Date of posting: n/a</td>
</tr>
<tr>
<td>Dean/Associate VP: Jacqueline Nolte</td>
<td>Date approved: October 16, 2015</td>
</tr>
<tr>
<td>Undergraduate Education Committee (UEC) approval</td>
<td>Date of meeting: November 27, 2015</td>
</tr>
</tbody>
</table>

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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

Prior Learning Assessment and Recognition (PLAR)
☑ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department’s discretion)
Lecture, seminar, guest speakers, workshop, exercises, writing assignments.

Grading system:
Letter Grades: ☒
Credit/No Credit: ☐
Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

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

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldstein, N.</td>
<td>The Associated Press stylebook and briefing on media law.</td>
<td>☒ Perseus publishing</td>
<td>2002</td>
<td></td>
</tr>
</tbody>
</table>

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)
None

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam: %</th>
<th>Assignments: 100%</th>
<th>Midterm exam: %</th>
<th>Total: 100%</th>
</tr>
</thead>
</table>

Details (if necessary):
- In-class assignment 15%
- News assignment 25%
- Feature assignment 25%
- Opinion assignment 25%
- Group participation 10%

Typical Course Content and Topics

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.