# Advanced Practice of Journalism

**Calendar Description:**
This course applies journalism skills to other media formats including radio, television, and the internet. It provides a practical introduction to the technologies and techniques of digital media communication, including video, still image, sound capture and manipulation, internet-based publishing and research, digitizing, editing, and archiving.

The course will be divided into seminar and workshop/lab components. In the seminars, discussion will be focused on critical analysis of selected examples from the field of audio and video production as well as internet-based tools and the emerging philosophy on how to use them. In the workshop/labs, students will have the opportunity to explore writing across various news genres as well as writing to the web, developing on-air voice delivery, as “news anchor” and “remote reporter”, selecting interview clips, designing graphics, transitions, and presenting final products.

This course is offered as CMNS 301 and JRNL 301. Students may take only one of these for credit.

**Prerequisites:** CMNS/JRNL 300 or 45 university-level transfer credits including a CMNS 125, or CMNS 155, or CMNS 175, or ENGL 105.

**Corequisites:**

**Synonymous Course(s):**
(a) Replaces:
(b) Cross-listed with: JRNL 301 for further credit.
(c) Cannot take: JRNL 301 for further credit.

**Total Hours Per Term:** 60

**Structure of Hours:**
- Lectures: 5 Hrs
- Seminar: 20 Hrs
- Laboratory: 20 Hrs
- Field experience: 15 Hrs
- Student directed learning: Hrs
- Other (specify): Hrs

**Training Day-Based Instruction:**
- Length of course:
- Hours per day:
- Maximum enrolment: 20
- 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):** Tom Konyves

**Department Head:** Lynn Kirkland Harvey

**Supporting area consultation (UPACA1):**

**Curriculum Committee chair:** Moira Gutteridge-Kloster

**Dean/Associate VP:** Jacqueline Nolte

**Undergraduate Program Advisory Committee (UPAC) approval:**

**Date approved:**
- CMNS/JRNL 301: April 3, 2009
- ENGL 105: August 19, 2009
- CMNS 125: October 2, 2009
- CMNS 155: May 8, 2009
- CMNS 175: May 2009

**Date of meeting:**
- CMNS/JRNL 301: May 8, 2009
- ENGL 105: May 2009
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

1. Write news reports and features in a broadcast environment.
2. Demonstrate the knowledge and skills required for digital media production.
3. Identify the issues related to producing news for broadcast media.
4. Create a radio news item.
5. Create a TV news item.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lecture
Seminar
Workshop
Exercises
Field trips to radio and TV stations.

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 for this course might be:]
Canadian Press Stylebook
Perseus Books Group

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
15% Group assignment
25% Radio project
25% TV project
25% Internet project
10% Class participation

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

Week 1  Introduction to the course and each other
TV, radio and the internet: media languages — their advantages, their limitations.

Week 2  Broadcast Journalism: It’s All About Teamwork
Who’s who: producer, writer, anchor, reporter, director, editor: roles, duties and responsibilities
Presentation flow and the assembly line — anchor/reporter/Interview/anchor skills /reporter skills/interview skills
Critical analysis of selected examples from CBC, Global, CNN

Week 3  TV Formats: News and Features
Take 2 - what’s live, what’s pre-recorded: structuring segments
Sound bites and image bites: editing for attention
Formation of teams, roles and responsibilities, production planning
Assignment of group and individual projects
Week 4-6  **The TV Workshop**

Studio and field production exercises: the use of image and sound recording equipment, lighting, framing, digitizing, editing, graphics.
Group productions, presentations

Week 7  **Radio Journalism: Is it Live or is it... Memorable?**

Writing for the spoken word: who is listening?
Hosts and hostesses, on-air voice delivery, techniques of reporting from the field. Writing techniques to facilitate on-air reading
Critical analysis of selected examples from CBC-1 and NPR’s “All Things Considered”
“StoryCorps”: by recording the stories of our lives with the people we care about, we experience our history, hopes, and humanity.

Week 8-9  **Audio Workshop**

Studio and field production exercises: training sessions provided by CIVL–Dustin Ellis; the use of sound recording equipment, editing, incorporating wild sound/music, etc.
Group productions, presentations

Week 10  **Writing for the Web: The Final Frontier**

Providing services, rather than products: Introducing Web 2.0
New approaches to user-created content: blogs, on-line forums and social networks, The 90-9-1 Rule
News by the minute: using “Twitter”
Interactive narratives: integrating different media formats - text, video, audio, photo slideshows, graphics - to make storytelling more engaging.

Week 11-13  **The Web Lab and Workshop**

Bringing your story to life: “The Abby Stories”; multi-media stories (videos, photos, clip art, stories, interviews) posted by students
“Abby Stories” website creation provided by UFV Web Instructor, Arthur Babiarz,
Group productions, presentations