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 301
Communications

COURSE NAME/NUMBER
FACULTY/DEPARTMENT
UFV CREDITS

Advanced Practice of Journalism

COURSE DESCRIPTIVE TITLE

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. In the workshop/labs, students will have the opportunity to explore writing across various news genres, writing for the web, developing on-air voice delivery as “news anchor” and “remote reporter”, selecting interview clips, designing graphics and 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 300/JRNL 300 or 45 university-level credits including one of CMNS 125, CMNS 155, CMNS 175, or ENGL 105.

COREQUISITES: PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces: 
(b) Cross-listed with: JRNL 301
(c) Cannot take: JRNL 301 for further credit.

TOTAL HOURS PER TERM: 60

TRAINING DAY-BASED INSTRUCTION:
Length of course: 
Hours per day: 
OTHER:
Maximum enrolment: 20
Expected frequency of course offerings: every other year
(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
Date approved: January 11, 2013
Campus-Wide Consultation (CWC)
Date of meeting: n/a
Curriculum Committee chair: Amanda McCormick
Date approved: September 13, 2013
Dean/Associate VP: Jacqueline Nolte
Date approved: September 13, 2013
Undergraduate Education Committee (UEC) approval
Date of meeting: September 27, 2013
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Write and edit news reports and features in a broadcast/digital environment.
- Demonstrate the knowledge and skills required for digital media production.
- Identify the issues related to producing news for broadcast media.
- Work as a member of a broadcast team.
- Create a radio/audio podcast news item.
- Create a TV/video podcast news item.
- Create a digital media feature story.

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:]

SUPPLIES / MATERIALS:

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

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]
Week 1  Introduction to the course
TV, radio and the internet: media languages — advantages and 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 major news sources
Course content continued:

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 and presentations

Week 7  **Radio Journalism: Is it Live or is it… Memorable?**
- Writing for the spoken word: who is listening?
- Hosts, on-air voice delivery, techniques of reporting from the field. Writing techniques to facilitate on-air reading.
- Critical analysis of selected examples

Week 8-9  **Audio Workshop**
- Studio and field production exercises: the use of sound recording equipment, editing, incorporating wild sound/music, etc.
- Group productions and 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, such as: blogs, on-line forums, Twitter and social networks
- 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.