

Washtenaw Community College Comprehensive Report

JRN 111 Introduction to Journalism Effective Term: Spring/Summer 2017

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: English/Writing

Discipline: Journalism

Course Number: 111

Org Number: 11300

Full Course Title: Introduction to Journalism

Transcript Title: Introduction to Journalism

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Outcomes/Assessment

Rationale: Change to assessment tool in response to feedback from committee on assessment report Feb. 2016.

Proposed Start Semester: Spring/Summer 2017

Course Description: In this introductory course, students begin by examining, discussing and analyzing news stories delivered in various forms, identifying fundamental elements of style, tone, content.

Students progress to interviewing live sources, writing news articles, and reviewing relevant rules of grammar. Examination of interview techniques and newsroom organization is also included. This course was previously ENG 101.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Write basic news stories and news features using journalistic standards.

Assessment 1

Assessment Tool: Portfolio of student work

Assessment Date: Winter 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students enrolled at time of assessment.

How the assessment will be scored: Departmentally-developed rubric.

Standard of success to be used for this assessment: Seventy percent of students will meet or exceed expectations.

Who will score and analyze the data: Departmental faculty will score and analyze the data.

2. Analyze and interpret fundamental elements of news stories.

Assessment 1

Assessment Tool: Portfolio of student work

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Course Objectives

1. Define elements of newsworthiness.
2. Identify elements of newsworthiness in news stories.
3. Identify common newsroom terminology.
4. Define and then use basic elements of newswriting structure and style, including nut graph, lead, and inverted pyramid, in practice exercises.
5. Explain what makes a good quote and how to place quotes in news stories.
6. Identify and use neutral tone and style in news stories and practice exercises.
7. List or identify common ways of finding story ideas on a college campus and/or in a municipality.
8. Use common ways of finding story ideas on a college campus (e.g. talking to staff, faculty, and students; reading news releases; observing; reading bulletin board postings and event calendars;

- reviewing board meeting minutes).
9. Identify basic interview techniques.
 10. Use basic interview techniques to gather information for news articles based on ideas generated by common ways of finding story ideas.
 11. Identify techniques of organization for news stories other than basic (i.e. inverted pyramid) news style.
 12. Write basic news stories for a local audience that contain quotes from two credible sources and use appropriate tone, style, and structure.
 13. Identify principles of journalistic ethics.
 14. Identify elements of libel and privacy invasion.
 15. Differentiate among commonly confused words.
 16. Identify and correct common spelling errors.

New Resources for Course

Course Textbooks/Resources

Textbooks
 Manuals
 Periodicals
 Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>David Waskin</i>	<i>Faculty Preparer</i>	<i>Oct 20, 2016</i>
Department Chair/Area Director: <i>Carrie Krantz</i>	<i>Recommend Approval</i>	<i>Oct 24, 2016</i>
Dean: <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Oct 25, 2016</i>
Curriculum Committee Chair: <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Dec 13, 2016</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Dec 15, 2016</i>
Vice President for Instruction: <i>Bill Abernethy</i>	<i>Approve</i>	<i>Dec 20, 2016</i>