ROSE STATE COLLEGE

Division Course Syllabus

Division          Humanities
Course Title     Mass Media Practicum
Course Prefix and Number  MCOM 1401
Semester and Year Submitted  Fall 2017
Credit Hours  1
Prepared by  Darcy Delaney
Hours Per Week:   Class  0                     Lab  3
Course Description (as it appears in Catalog)

  Participation in the production of the college's student-run newspaper, podcast or another Rose State student-led publication. A maximum of three (3) hours credit toward Support and Related Requirements may be earned. Prerequisite: C or better in MCOM 1203. Lab fee $10.00.

Prerequisites
  Prerequisite: C or better in MCOM 1203.

Text(s):
  Title  The Associated Press Stylebook and Briefing on Media Law
  Author  The Associated Press
  Publisher  Basic Books
  Copyright Date  2017
  ISBN #  978-0-917360-66-4

Reading Level

Supplemental Materials:
  Portable media (e.g. thumb drive) on which to store work
Outline for Remainder of Syllabus:

Rationale: This course allows students to strengthen their media skills by reporting and writing stories, designing graphics, creating videos, taking digital photographs, and/or creating online media for the college's student-run newspaper.

Expected Outcomes: Expected Outcomes: At the end of the semester, successful students will:
1) Understand the function of student-produced media on a college campus and its audience;
2) Be able to create appropriate, accurate content for the student-run newspaper and/or online editions; and
3) Function in a team environment to create a campus publication.

Methods of Instruction: Students will attend weekly newspaper staff meetings to get assignments. Working individually or in teams, they will create their weekly contributions, with the assistance of newspaper editors and under the guidance of the adviser.

Assessment (Including Critical Thinking measurements): Students will be assessed on weekly staff meeting attendance; meeting deadlines; participation in creating stories, photos, videos, headlines, captions, graphics, and/or design/layout of the student-run newspaper (print and online editions); and the adviser's evaluation of students' participation and quality of work.

Grading scale: A's are earned for attendance at a minimum of 90 percent of all staff meetings, meeting all deadlines, creation of work consistently published in the newspaper or online editions, and an evaluation score of at least 90 percent by the adviser. B's are earned for attendance at a minimum of 80 percent of all staff meetings, meeting all deadlines, creation of work regularly published in the newspaper or online editions, and an evaluation score of 80-89.9 percent by the adviser. C's are earned for attendance at a minimum of 70 percent of all staff meetings, meeting a majority of deadlines, creation of work considered publishable in the newspaper or online editions, and an evaluation score of 70-79.9 percent by the adviser. D's are earned for attendance at a minimum of 60 percent of all staff meetings, meeting fewer than half of deadlines, creation of work considered not publishable in the newspaper or online editions (or few submitted), and an evaluation score of 60-69.9 percent by the adviser. F's are earned for attendance at less than 60 percent of all staff meetings, meeting fewer than half of deadlines, creation of work considered unpublishable in the newspaper or online editions (or no work submitted at all), and an evaluation score of 59.9 percent or lower by the adviser.

Written news stories must be done on computer (typed) in the newspaper's specific news format; layouts are created in specific desktop publishing software, and photos are edited in specific photo editing software. Students should save copies of all their work to a portable media device, such as a thumb drive.

Learning Objectives:
Unit 1: Brainstorming Story Ideas
Develop viable story ideas appropriate to the campus community. (Outcomes 1, 2, 3)

Unit 2: Interviewing and Reporting
Research topics, formulate questions, and interview sources, accurately recording information. (Outcome 2)
Unit 3: Telling the Story
Create a story, photo, video, and/or graphic related to the information obtained. (Outcome 2)

Unit 4: Preparing the Story for Distribution
Work with editors and/or adviser on each assignment, readying it for print and/or online publication. (Outcomes 1, 2, 3)