Course Information

Catalog Description: Students will be introduced to fundamental print and broadcast journalism, advertising, marketing, public relations, and social media. Emphasis will be on creating a professional portfolio and publication of original work in traditional and online formats.

Prerequisite(s): ENG 141 - English Comp II

Corequisite(s): None

Credits: 3

Hours: 3

Required Text(s):

Supplemental Materials:

Instructor Information

Instructor's Name:

Contact Information:

Office Hours:

Program Goals

1. Students will explain and evaluate what they read, hear, and see.
2. Students will state and evaluate the views and findings of others.
3. Students will logically and persuasively state and support orally and in writing their points of view or findings.
4. Students will evaluate, revise, and edit their communication.

Class Core Competencies

The following core competencies are embedded in this curriculum:

- Communicate effectively in both speech and writing
- Use computer systems or other appropriate forms of technology to achieve educational and personal goals
- Use social sciences theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens
- Understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance
- Understand the importance of a global perspective and culturally diverse peoples
- Understand ethical issues and situations
- Address and information need by locating, evaluating, and effectively using information.

Class Learning Assessment

Student Learning Outcomes	Suggested Means of Assessment
Define and explain the concepts of journalism	Exams, assignments, and discussion questions
Research and understand the history, ethics, and economics of journalism	Research paper, discussion questions
Apply the concepts and rules of journalism through written articles	Rough & final drafts and the development of a portfolio
Demonstrate the ability to research, write, and edit articles that are newsworthy	Rough and final drafts
Apply concepts to conduct effective interviews	Interviews

Grading System

Letter Grade	Percentage Range
A	90 to 100 percent
B Plus (B+)	87 to 89.9 percent
B	80 to 86.9 percent
C Plus (C+)	77 to 79.9 percent

Letter Grade	Percentage Range
C	70 to 76.9 percent
D	60 to 69.9 percent
F	Below 60 percent

College Information

Disability Services
Disability Services Webpage

Statement and Policy on Cheating, Plagiarism, and Academic Conduct
Academic Conduct Policy (Policy 304) [PDF]

Students are required to perform all the work specified by the instructor and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

Unauthorized use of Artificial Intelligence (AI) is prohibited unless the instructor explicitly permits it in the syllabus or assignments. If tools such as ChatGPT are permitted by an instructor to be used for an assignment, they should be used with caution and with proper citation. In all such cases, you may only use the specific tools identified as acceptable and you must adhere to the College's standards for attribution, validation, and transparency.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

Tutoring and Testing at the Instructional Support Center (ISC)

- Instructional Support Center (ISC) Webpage

WCCC Library Services

- WCCC Library Website

Citation Styles and Formatting

Work submitted for any Warren County Community College course must conform to the required formatting and citation style that are specified by the instructor. The Library and Instructional Support Center can assist students with formatting and citations for assignments and papers.

WCCC Attendance Expectations

The College expects students to attend and participate in all classes. This involves sharing discussions and lectures in class, as well as interacting with other students. Grades are based on the quality of work students complete in meeting the requirements for a particular course, as stated in the course syllabus and catalog description. Attendance, among other factors, may be an additional criterion for assigning grades. Students should realize that they are responsible for all class meetings and that work missed because of absences may affect their grades. Attendance in online classes is determined by the completion of assignments/ tests. Students who have not completed any assignments or tests will be considered non-attending and receive an NF grade in online classes.

Class Attendance Expectations

Topical Outline

Basics of Writing
- Defining what is “newsworthy” & structure
- Research and tools needed – interviewing
- Social media

Types of Articles
- Soft news (features)
- Hard news
- Blogs

Types of Journalism
- Advocacy
- Obituaries
- Government/meeting and speech reporting
- Beat/crime/disaster reporting
- Column & op/ed.
- Sports & entertainment/ media ethics

Grading Methods

Assignment	Points/Percentage

Class Itinerary

Week / Unit	Topic	Readings/Assignments

Week / Unit	Topic	Readings/Assignments