Course Goals and Objectives
Revised in September 2016

105 Course Goals: Principles
* Gain an overview of news journalism’s public service role in a democratic society
* Become familiar with fundamental principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, justice, minimizing harm
* Learn basics of journalism law, history and ethics
* Gain a roadmap for succeeding in the journalism program and in the profession
* Assess the course content information to decide if students wants to continue in this major

105 Course Objectives
* Demonstrate critical thinking skills necessary to collect, evaluate, organize and disseminate news
* Analyze relative newsworthiness of various fact sets, using elements of newsworthiness (proximity, interest, importance, impact, timeliness)
* Write a simple news lede using set of facts
* Distinguish news from infotainment, public relations, advertising and non-journalistic blogging, as well as the difference between news and opinion
* Explain history and defend aim of First Amendment
* List all important professional standards of conduct
* Differentiate news aggregators from news producers
* Demonstrate knowledge of difference between primary and secondary sources
* Demonstrate attribution in journalism and relate it to plagiarism and fabrication cases
* Demonstrate use of third-person, neutral, objective writing with news lede, as opposed to the five-part essay so inculcated in high school
* Demonstrate basic interviewing skills and practice basic interviewing techniques
* Articulate the differences between online news, broadcast news, magazine journalism, printed newspaper
* Describe the media landscape today, including social media, changing audience dynamics and the economics of news.
* Describe how journalism helps prepare for professions other than journalism
* Articulate career goals and undergraduate course plan
* Demonstrate knowledge of the basics of math for journalists, including percent change; mean, median and average; margin of error.
* Write clear, concise sentences and short essays with structure and flow.

203 Course Goals: Visual
* Move beyond the basic skills of “taking” a picture, to “making” publishable images.
* Understand the importance of visual journalism as a communication tool in society and the power of the still image to convey information.
* Learn key concepts and basic techniques used to produce publishable images.
* Gain an overview of visual journalism and photojournalism as they are concerned with people and their stories, whether told in one or multiple images, or in combination with audio and video.
Explore the basics of multimedia by combining still images and audio to tell a story using non-linear editing software and tools.
* Gain a basic understanding of copyright and ethical issues associated with photojournalism.
* Tell stories of people via a variety of situations that include features, portraits, general news and sports photography.

203 Course Objectives
* Identify and apply the component rules of composition, perspective and light
* Recognize correct exposure and variations in depth of field
* Apply AP style to caption writing and incorporate SEO terms in the text-database fields.
* Create single and multiple images with strong storytelling components, such as beginning, middle and end; combine images with audio
* Recognize the difference between spot and general news and the differences among feature, news, sports and general images
* Recognize the component structure of an environmental portrait
* Use software to edit and process still images, to edit and process audio, and to edit and create audio slide shows
* Solve technical problems that arise when using digital still cameras, digital audio recorders, microphones, computer hardware and digital imaging software
* Identify ethical issues that arise in the gathering and production of still images, audio
* Report on diverse issues and populations in the community
* Relate with subjects when using digital equipment to capture candid situations in public spaces
* Recognize circumstances that call for releases, and use releases as necessary
* Use math concepts for visual journalism, including focal lengths, shutter speeds, apertures, ISOs and how these interact to create correct exposures and depth of field. Associate the equations related to light, exposure and depth of field.
* Demonstrate use of social media for breaking news and its use, especially with images, to drive traffic to stories.

205 Course Goals: Breaking News
* Gain emerging skills and experience in reporting and writing, regardless of platform, with attention to accuracy, fairness and completeness
* Learn established professional and school standards related to news-gathering, reporting, writing and publishing work
* Build critical thinking skills necessary to collect, evaluate, organize, and disseminate news
* Build reporting and writing skills necessary in online, print or broadcast journalism
* Use social media as a breaking news tool

205 Course Objectives
* Write breaking news about events such as accidents, crimes, fires, disasters, speeches, press conferences, meetings, and write short interviews with newsmakers
* Identify what is newsworthy from set of facts and organize a news story from those facts
* Write basic news ledes: direct and indirect, as well as active voice vs. passive voice
* Demonstrate basic news-gathering techniques of questioning, interviewing, observation and online searches.
* Evaluate and identify reliable sources of information and evaluate the credibility of Internet information
* Apply attribution in direct and indirect quotes
* Recognize local, regional and national news angles and approaches, as well as employ use of datelines
* Describe the organizational structure and copy flow of a traditional news organization
* Describe journalists’ basic right to public records and their use in stories; access simple public records for news coverage, such as a police report
* Use diverse sources to reflect communities in story ideas and other written work
* Build on basic AP style, including numbers, capitalizations, titles, addresses, abbreviation
* Conduct simple interviews an/or Q&A and take notes well enough to record verbatim quotations; develop good questions and active listening
* Build an online portfolio site for your journalistic work
* Articulate the basics of a broadcast script and story
* Gather background on people, situations and ideas, evaluating and using valid sources and vetting social media posts and online publications
* Tell a story in descending order of importance of facts, understanding inverted pyramid’s place historically in journalism
* Use more advanced math skills, such as simple percentage changes over time, year over year comparisons. Mean and median. Proportions. Frequencies. Style on numbers, intro to risk and statistics.
* Write clear, concise sentence structure and flow; master possessives, titles, addresses, subject-verb agreement, passive v. active voice, basics of AP style.
* Use Storify to produce a breaking news story
* Use social media for breaking news, using platforms such as Twitter, FB Live, Periscope, Snapchat and others

208 Course Goals: Law
* Understand fundamentals of the U.S. legal system, including sources of law and the interaction among them
* Understand legal rights and responsibilities of journalists
* Develop critical thinking skills necessary to understand how a journalist’s work may impact or be impacted by the law

208 Course Objectives
* Recall the history of news media regulation and freedom in colonial America and the United States.
* Describe the unique protections provided to U.S. journalists by the First Amendment, and recognize the presence or lack of similar protections in other nations
* Recognize the relationship between professional standards of journalism and the law
* Identify ways to gather and report effectively without running afoul of laws concerning libel, privacy, and obtaining information.
* Describe how to use federal and state public records and public meeting laws, including use under circumstances when these uses are challenged
* Recognize the basics of copyright law and its application to the use of copyrighted material for journalism purposes
* Evaluate the importance of new legal questions being raised and settled as news technology advances, including social media.
306 Course Goals: Enterprise
* Demonstrate the fundamentals of enterprise reporting on a beat, moving beyond breaking news and event coverage
* Experience beat coverage, using geographic and/or thematic specialization
* Develop broader interviewing techniques and more expansive research skills, including crowdsourcing and other uses of social media
* Elevate observational skills by immersing in an aspect of community
* Use public access laws in reporting
* Find, interpret and use peer-reviewed research
* Improve writing and storytelling skills
* Develop the ability to distinguish roles of stakeholders in various stories, and evaluate and articulate the value of their claims and evidence

306 Course Objectives
* Build a range of different reporting experiences regarding various beats, including crime, business, health, education, environment
* Define a beat, in regard to identifying valuable sources, key players and story topics
* Generate and pitch story ideas and demonstrate good story management
* Storyboard enterprise assignments and build expansive stakeholder lists to fully represent stories
* Integrate multiple sources and voices into stories (more than 3-source minimum of novice journalism)
* Demonstrate use of AP style appropriate to story
* Demonstrate journalistic use of social media tools for reporting.
* Develop a major reporting project
* Apply lede development, transitional phrasing and creating compelling conclusion
* Discern when a story needs revision, or re-reporting, or both
* Describe common story forms, from online to broadcast to print, with attention to structure and flow
* Demonstrate mastery of grammar, punctuation, spelling and AP style
* Demonstrate sufficient math skills to make or evaluate claims for stories. Demonstrate use of per capita rates, ratios; database skills, statistics, risk, use of government statistics, interpretation of poll results. Make a neighborhood profile using a demographic analysis.
* Apply computer assisted reporting to the newsgathering process, including identifying valid data, downloading databases, backing up reporting with data, building comparative tables, sorting data and using formulas in Excel.

307 Course Goals: Multimedia
* Prepare to work as a journalist in today's newsrooms where the online and digital platforms are as important as traditional print or broadcast platforms
* Learn the latest trends in multimedia storytelling and production.
* Build storytelling skills in each medium used for multimedia production
* Learn how to use digital tools to collect and combine audio, still photographs, video, text and graphics to accurately tell a story for online distribution
* Apply online publishing skills to disseminate work
307 Course Objectives
* Integrate still images, audio, video, text and maps into a coherent journalistically interesting story with a beginning, middle and end
* Identify and assess newsworthiness by reviewing and studying current professional multimedia productions and trends, including use of social media
* Explain what makes multimedia professional by evaluating content, techniques, audio, organization, writing, editing, style, graphics and ethics of a story
* Distinguish the relevance and importance of quality production techniques for each medium used in a multimedia production, i.e., stills, audio, video, graphics and text
* Solve technical problems that arise when using multimedia software, hardware, online storage and publishing sites
* Apply editing skills used in multimedia production
* Identify ethical issues that arise in the gathering and production of multimedia content
* Collect audio files and demonstrate good interviewing and listening skills
* Determine and solve production and hardware issues that arise in the field when gathering visual and audio content
* Use math concepts for multimedia journalism, including sorting databases and mapping data results in Google Fusion.

313 Course Goals: Reporting Public Affairs
* Understand and apply journalists’ duty to make government and its actions accessible to the public
* Understand and apply the role of the journalist as a watchdog on the government and others in authority, gaining confidence to question those in power
* Understand that public affairs reporting is far more than simply covering what was said in meetings and that enterprise reporting outside meetings brings meaning to government actions
* Apply fairness and balance, reflecting others’ points and not just the majority view in government
* Understand there are always more than two sides
* Consider ways that multimedia and alternative presentation (photos, audio, video, animation, interactivity, graphics) can be used to better tell stories
* Learn how to determine who has power and how to interpret the impact of government on peoples’ lives, learning about who’s in charge and who pays

313 Course Objectives
* Report accurately how government actions affect individuals, business and community
* Demonstrate mastery in a variety of story types: hard/breaking; follow-up; feature; enterprise; in-depth
* Develop skills in critical thinking that enable digging deep, articulating complex detail, backgrounding in depth on deadline
* Focus on the quality of people’s lives, not just government processes
* Write stories and social media posts for people, not for government officials; avoid bureaucratese and insider reporting
* Apply fundamentals of access, including public records and open meetings laws
* Research and write on budgets, taxes, policy development, legal proceedings — always focused on how people’s lives are affected
* Demonstrate grammar and math authority, including interpretation of city, state and county budgets; tax rates and mills; capital and operating budgets; primary and secondary taxes, property taxes, sales tax, crowd counting, deficits vs. budget cuts.
* Refine computer assisted reporting (via Dream House assignment or another).
* Pull data and develop story ideas from the data. Analyze budgets and populations shifts and demographics; pros and cons of annexation on tax rates; other government statistics.
* Request information using Freedom of Information and public access laws.

320 Course Goals
* The basics of effective copy editing to improve your own editing and writing
* Write strong, accurate headlines and titles for stories on multiple platforms
* Optimize news and information for various social media platforms to drive traffic
* Learn better news judgment, critical thinking
* Ethical decision-making

320 Course Outcomes
Content Editing
  • Make solid news judgments, assessing whether a story is fair, clear, concise and without reporting holes; fix problem stories for content issues.
  • Fix structural flaws, including weak ledes, faulty transitions, poor organization and weak kickers
  • Revise stories to eliminate problems of libel, ethics, fairness, tone, taste
  • Develop speed in editing and rewrite whether for print or online; demonstrate strong handling of breaking news coverage
  • Edit features without harming writer’s voice, style

Copy Editing
  • Copy edit news stories using proper grammar, punctuation, spelling and Associated Press style.
  • Fact-check stories, maps, graphics, headlines and cutlines for accuracy, including basic geography
  • Spot calculation errors, apples v. oranges comparisons, put numbers into context, with clarity. Use correct style on using numbers (addresses, years, ages, dates, measurements, etc.) Identify the misuse of numbers, ranges of numbers, relativity, risk, directional, area and volume measurements, metric, weather stats
  • Write headlines for newspaper articles, titles for magazine stories

Design and Visual Editing
  • Create an information graphic from a data set, including pie chart, bar chart and fever chart.
  • Recognize the basic principles of print and web page design and layout
  • Edit a simple iMovie video for web publication
  • Edit a broadcast script for style, clarity, conciseness and color
  • Write and edit accurate, informative, concise cutlines (captions) using information from photographers

Social Media and Digital Editing
  • Demonstrate an understanding of how content management systems work, including posts, edits, categories, etc.
  • Write social media posts for journalistic articles and photography, demonstrating understanding of the best uses of platforms such as Facebook, Twitter, Pinterest, YouTube and others.
• Write SEO heds and information boxes for the Web
• Demonstrate use of Google analytics to evaluate readership and engagement
• Use A/B approach to test headline success

### 411 Course Goals: Features
* Write feature stories for magazines, newspapers and online publications
* Evaluate ideas and topics for potential feature stories
* Evaluate feature stories written by others, to identify and assess writing techniques, story structures, voice, style, content, and other items that contribute to excellence in feature writing
* Sell feature stories to various types of publications

### 411 Course Objectives
* Organize and write complex stories in an entertaining, compelling manner, that are interesting and important
* Conduct in-depth interviews that go beyond “just the facts” and delve into human motivations and internal conflicts
* Explain the difference between a feature story and standard news story
* Describe and understand the difference between reporting “information” and telling a “story” in which information is conveyed
* Identify and describe underlying structures that writers use to shape their feature stories
* Integrate the use of various narrative structures into their own writing assignments
* Apply various literary techniques to factual feature writing
* Constructively critique the strengths and weaknesses of your own work and your classmates’ work
* Identify markets for feature stories and learn how stories are sold; write an effective query letter
* Write clear, concise sentence structure and flow; demonstrate mastery of style and grammar while developing your own voice

### 472 Course Goals: Science Jour
* Communicate science clearly and succinctly to the public without dumbing it down
* Gather, evaluate and organize information in ways that will produce accurate, comprehensive science stories for newspapers, magazines and/or online online publications.

### 472 Course Objectives:
* Apply the ethical responsibilities of the science journalist
* Identify excellence in science journalism
* Analyze how news articles differ from feature stories
* Explore different models and techniques for finding, framing, focusing and structuring science stories
* Hone research, interviewing and observation skills
* Carry a story from concept to publication; conceive, research, report, write and revise several types of science stories on deadline for newspapers, magazines and/or online online publications
* Apply literary techniques to factual feature stories
* Shoot, edit and tone publishable photographs to illustrate science stories
* Conceptualize, collect data and write a concept proposal for an infographic to accompany a science story
* Constructively critique the strengths and weaknesses of your own work and your classmates’ work
* Identify markets for science journalism and learn how stories are sold; write an effective query letter
* Use math skills in science writing, including scientific data, advanced statistics and sampling validity, causation and correlation.