I. Catalog Description:

A lecture course with a lab, this course advances students' reporting skills through their work as online and print reporters, photojournalists, researchers, copy editors, operations staff and newsroom leaders on the weekly student newspaper. Two hours of classroom/lecture weekly and three-hours of lab time (3 hours).

II. Prerequisites:

Completion of MC 301, MC 322 and MC 324 with a grade of “C” or better; 75 hours including 15 MC-prefix hours; admission to the mass communication program.

III. Objectives:

As an ACEJMC-accredited program, we embrace the key values of research, theory, law, ethics, history and diversity in our curriculum. This course addresses research, law, ethics, history and diversity as specific units within the weekly syllabus. Theory is addressed throughout each chapter and topic.

A. To continue to refine student news writing, reporting and research skills.
B. To teach newsroom operations, newsroom leadership and newsroom communication.
C. To teach photojournalism and online reporting within the context of a weekly publication.

IV. Expectations of Students:

A. Write effective, relevant, well-crafted news and feature stories for a specific beat on a weekly deadline.
B. Participate in decision making, news gathering, editing and operations (advertising, business and computer pagination) required in the weekly newsroom.
C. Meet deadlines, complete tasks, communicate effectively with other staff members and contribute to a successful news operation.
D. Attend and participate in all class sessions, lab assignments and newsroom rotations.
E. Work a minimum of three hours a week on the student newspaper.
F. Demonstrate academic honesty and accurate and ethical journalism at all times.

V. Course Content:

A. Weekly writing assignments for the student newspaper.
B. Rotations as copy editors, photographers, editorial writers, paginators, story coaches and print/online editors.
C. Study units on theory, press law, ethics, research, history, diversity (1 week each) and units on photojournalism, online reporting, newsroom operations and newsroom management (two weeks each).
D. Interviews/visits with newsroom professionals (1 week).
VI. Textbooks and other materials:

C. Digital camera.

VII. Basis for student evaluation:

A. Tests and quizzes on classroom lecture and textbook materials (20 percent).
B. Attendance and participation in all classes, lab assignments and newsroom rotations (30 percent).
C. Weekly evaluations of student performance: quality of work, interaction with staff members and the public, adherence to deadlines, leadership effectiveness and overall effort (50 percent).