

COMM 280D: MAGAZINE PRODUCTION: LEADERSHIP STAFF

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Winter 2021
Credits:	3
Total Contact Hours:	90
Lecture Hours :	36
Lab Hours:	54
Hours Arranged:	0
Outside of Class Hours:	72
Prerequisite:	COMM 280C.
Strongly Recommended:	COMM 101, ENGL 101 or ENGL 101E.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

Advanced level lecture/laboratory leadership training journalism course that produces the college magazine, Logos, and its website and social media presence. Staff leaders serve as mentors, associate editors, and editor in chief to develop and guide less experienced students striving for journalism proficiency. Working in teams, with other student journalism leaders, and in collaboration with the other student publications classes, staff leaders produce story packages and special sections for publication as they advance toward professionalism. 36 lecture hours, 54 lab hours.

Course Objectives

- Leadership-level journalism students assign stories and/or approve of story ideas presented by beginner, intermediate and advanced journalism students; once stories are drafted, leadership-level journalism students manage the collaborative editing/revision process, including setting deadlines for story completion.
- Leadership-level journalism students direct beginner, intermediate and advanced journalism students in computer assisted research and interviewing techniques.
- Leadership-level journalism students delegate tasks to beginner, intermediate and advanced journalism students that include, but are not limited to, photography/art production for stories, social media contributions, design and layout of print and/or digital editions of the magazine, and copy editing of stories for adherence to AP style.

Major Course Content

1. Leadership roles in the student magazine newsroom
 - a. Role of faculty advisers, lab supervisors, mentors and editors
 - b. Duties and responsibilities of associate editors and editor-in-chief
 - c. Publication schedule and deadlines for print and online publications as well as social media presence
2. Management techniques

- a. Recruiting and retaining staff members
- b. Articulating expectations in a firm but friendly manner
- c. Presenting specialized workshops to less experienced staffers
- d. Leading by example: facilitating the story production process from story idea through to final product.
- e. Exhibiting effective communication with beginner, intermediate and advanced journalism students through verbal communication as well as social and mobile media
- f. Effective engagement with readers/viewers/listeners

Lab Content

1. Writing for publication/genres guided practice for student publications
2. Compare and contrast photo techniques and photo layout with guided practice
3. Compare and contrast art techniques and art layout with guided practice
4. Demonstrate ability to work with social and convergence media

Examples of Required Writing Assignments

Journalistic feature article writing assignments (write a 1,200-word story profiling a significant student, staff member, faculty member, administrator or alumnus/alumna from Citrus College); journalistic still photography (shoot, assemble and publish an online photo gallery of 20 photos with captions containing a variety of imagery of a recent musical performance at Citrus College)

Examples of Outside Assignments

Write news, feature and/or profile articles for publication in the print magazine or online on the magazine's website Shoot photos/video of news, feature and/or profile subjects for publication in the print magazine or online on the magazine's website Design and layout pages containing magazine's content for publication in the print magazine or online on the magazine's website Make decisions regarding the editorial content of each publication, whether in print or online Observe activities related to course content Participate in activities related to course content

Instruction Type(s)

Lecture, Lab, Online Education Lecture, Online Education Lab