

# SLO Presentation

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JOUR

Date: 09/11/2019

## **FINE ARTS & COMMUNICATIONS**

JOUR

### **Journalism--AA**

- Students develop a portfolio of journalistic stories in multiple formats.
- Students demonstrate the values of newsworthiness.
- Students edit journalistic stories in various formats.
- Students explain the legal issues of libel, privacy, copyright, free speech/press.
- Students recognize the role of the mass media in society.
- Students develop and maintain a Wordpress blog and news related content management systems.

### **Journalism--AAT**

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- Students develop and maintain a Wordpress blog and news related content management systems.
- Students demonstrate understanding of legal issues of libel, privacy, copyright, free speech/press.
- Students develop a portfolio of journalistic stories in multiple formats.
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### **Journalism--Cert**

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### **Liberal Arts Studies: Media Studies--AA**

- Students describe the role of media in society.
- Students explain the history of media both in the United States and worldwide.
- Students recognize the impact of media in developing cultural and cross-cultural media art forms, both in the United States and around the world.
- Students utilize written, oral, visual and multimedia communication skills when reaching out to a media audience.

### **Public Relations--Cert**

- Students demonstrate an understanding of the role of the public relations in society.
- Students demonstrate the values of newsworthiness.
- Students develop a portfolio of journalistic stories in multiple formats.
- Students develop and maintain a Wordpress blog and news related content management systems.
- Students edit journalistic stories in various formats.

### **CSLO**

#### **JOUR100 - Mass Communications and Society**

- Students will be able to identify six of the seven major roles mass media in society.
- Students will identify the five clauses of the First Amendment.

- Students recognize the influence and role of technology in affecting mass media content and the impact it has on society.
- Students identify the seven major mass media.
- Students understand the development/history (eras) of the mass media in the United States.
- Students define the five freedoms of the first amendment.
- Students demonstrate a general understanding of legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright and freedom of information.
- Students describe how and why we regulate the broadcast media differently than we regulate the other media.

### JOUR101 - Beginning Newswriting and Reporting

- Students describe the relative newsworthiness of elements that make up potential news stories.
- Students define the different parts of the news story, with special emphasis on the inverted pyramid format in presenting information.
- Students describe leads other than the summary lead.
- Students apply Associated Press style in news story writing.
- Students develop questions about news subjects or stories and conduct interviews.
- Students gather, sort and organize information for a news story.
- Students quote sources with proper punctuation and attribution.
- Students identify potential libel or privacy issues in news stories.
- Students write a news story from a list of 10 facts within 30 minutes.

### JOUR107 - College Newspaper

- Report and write stories for publication using multiple sources
- Determine and evaluate appropriate sources of news information
- Students will be able to evaluate a list of 10 news story facts and write an appropriate summary lead within 30 minutes.
- Students report and write stories for publication using multiple sources.
- Students determine and evaluate appropriate sources of news information.
- Design newspaper pages and advertisements using up-to-date design and desktop publishing software
- Students design newspaper pages and advertisements using up-to-date design and desktop publishing software.
- Take and prepare photos for publication
- Students take and prepare photos for publication.
- Tell stories with single photos, multimedia slideshows or video
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- Navigate content management software to create online publications
- Students navigate content management software to create online publications.
- Develop multimedia stories for online publication
- Understand the role of the student press as members of the campus community
- Students develop multimedia stories for online publication.
- Students understand the roles of the student press as a member of the campus community.
- Understand the legal aspects of communications
- Students understand the legal aspects of communication.
- Develop an electronic portfolio of at least five writing, design, photo, or multimedia stories published in the student publications
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### JOUR107A - College Newspaper

- Students report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Students determine and evaluate appropriate sources of news information.
- Students navigate the content management software used to create online publications (post to Camayak).
- Students demonstrate an understanding of the role of the student press as member of the campus community.
- Students demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Students develop an electronic portfolio of at least 12 writing, design, photo, or multimedia stories published in the student publications.

### JOUR107B - Intermediate College Newspaper

- Students report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Students determine and evaluate appropriate sources of news information.
- Students navigate the content management software used to create online publications (post to Camayak).
- Students demonstrate an understanding of the role of the student press as member of the campus community.
- Students demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Students develop an electronic portfolio of at least 15 writing, design, photo, or multimedia stories published in the student publications (must include minimum of six in two areas).

### JOUR107C - Intermediate Advanced College Newspaper

- Students report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Students determine and evaluate appropriate sources of news information.
- Students edit peers' stories and photo stories.
- Students navigate the content management software used to create online publications (post to Camayak).
- Students demonstrate an understanding of the role of the student press as member of the campus community.
- Students demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Students develop an electronic portfolio of at least 18 writing, design, photo or multimedia stories published in the student publications (must include minimum of four in three areas).

### JOUR107D - Advanced College Newspaper

- Students report and write and edit stories for publication using multiple sources and Design newspaper pages; and advertisements using up-to-date design and desktop publishing software (InDesign); and take and prepare photos for publication for print and online and; write and edit stories using photo slideshows, multimedia, audio, or video.
- Students determine and evaluate appropriate sources of news information.
- Students cover a major or public affairs beat on a weekly basis.
- Students edit peers' stories and photo stories.
- Students navigate the content management software used to create online publications (post to Camayak).
- Students understand the role of the student press as member of the campus community.
- Students demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Students develop an electronic portfolio of at least 24 writing, design, photo, or multimedia stories published in the student publications (must include minimum of four in each of the four areas).

### JOUR111 - Introduction to Newsletters

- Ninety percent (90%) of students will create a newsletter article that uses inverted pyramid style.

### JOUR119 - Legal Aspects of Mass Communication

- Identify the five freedoms of the First Amendment
- Identify and define the three elements of libel
- Identify fair use application of copyrighted material from a list of examples with seventy percent accuracy

**JOUR121 - Multimedia Reporting**

- Develop a news or feature story through video format
- Develop a news or feature story through audio format
- Develop a news or feature story through slideshow format
- Develop a news or feature story through blog format
- Analyze the fair use of copyrighted material in enhancing a news or feature story

**JOUR125 - Broadcast News Production and Editing**

- Organize, write, and gather audio content for news stories and features
- Edit, mix, and balance audio news and news feature stories with multiple sources and tracks
- Create a portfolio of standalone news feature stories and podcasts
- Create a portfolio of news roundup podcasts

**JOUR130 - Photojournalism**

- Students administer and control the technical and mechanical aspects of photography in general and Photojournalism in particular.
- Students recognize the value of a photographic situation and create story-telling pictures that can generate high reader interest.
- Students produce human interest and feature photographs for a variety of uses.
- Students demonstrate the ability to create, design, and layout photo essays, stories, and sequences.
- Students appraise and validate the role of photography in mass communications.
- Students examine and interpret the limits and guidelines imposed by taste, propriety, libel, and the law, while also recognizing the responsibility to report and record history.

**JOUR157 - Principles of Public Relations**

- Define at least five tools used by public relations practitioners to deliver messages
- Write a news release
- Evaluate the role of public relations practitioners in the hierarchy of an organization
- Define the varied audiences or publics for a given organization
- Plan a public relations project or program and identify at least five distinct audiences and tools to be used, including social media

**JOUR298 - Directed Studies**

- Students complete a summary evaluation of skills attained or knowledge acquired during the directed studies contract.
- Students develop skill sets or research the topic outlined in the directed studies contract.

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