



## **Middlesex Community College New Media Studies Center Initiative**

Course: COM\*116 Publications Workshop  
*The following New Media course was modified as part of the  
New Media Studies Center Initiative TAACCCT Grant*

**April 3, 2014**

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## COURSE OUTLINE

	COM*	116	Publications Workshop		3
Dept. No.	Dept. Abbr.	Course No.	Course Title		Credit(s)
Prepared by	English		Griffith/McNulty		
	Department	Faculty	Program Coordinator	Cluster Chairperson	Date
Reviewed by					
	Department	Cluster Chairperson	Dean	Date	

### *Course Description*

COM\*116 3 Credits

This hands-on course is designed to train students to produce *The Flying Horse*, the student newspaper. Students will practice all aspects of production, including writing, editing, managing, layout and design, photography, proofreading, and pre-press work (including digital imaging). Students will learn to judge appropriate news content, check facts, and investigate legal and ethical concerns. The course will also allow students to specialize in one or two supporting areas of newspaper production, including editing, layout and management. Advertising (sales and design) may also be part of this course.

Prerequisite: Completion of ENG 101 and a functional understanding of computers and Internet applications.

### *General Objectives of the Course*

#### Students will:

1. Learn how a newspaper operates;
2. Develop and deepen writing and reporting techniques;
3. Generate, research, refine, and revise stories for the student newspaper;
4. Demonstrate copy editing and proofreading skills;
5. Increase time management skills by meeting deadlines;
6. Examine press law and legal issues related to newspaper production;
7. Understand how editors oversee the publication;
8. Use photographs and graphics effectively;
9. Broaden their knowledge of photojournalism;
10. Plan, organize, and implement the layout of the newspaper;
11. Understand advertising and marketing concepts;
12. Publish three issues of the campus newspaper per semester.

### *Specific Objectives of Instructional Unit*

**Unit  
No**

**Instructional Unit**

(The specific objectives reflect the behavioral outcomes, which include what the student will be able to do at the completion of the unit. Evaluation is then to be based on the student's accomplishment of these objectives. Assume that each statement is prefixed with "The student will be able to:").

1	<b>Understanding Newspaper Production</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Understand the various aspects of newspaper production including the role of editors, writers, designers, graphic artists, photographers, and all pre-press work;</li> </ul>
2	<b>Journalistic Writing</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Write a lead, maintain focus, and accurately quote and attribute;</li> <li>➤ Find story ideas;</li> <li>➤ Write hard news, features, interviews and reviews;</li> <li>➤ Refine and revise basic elements of a news story;</li> </ul>
3	<b>Research and Reporting</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Broaden research skills;</li> <li>➤ Access public records, data bases, and online sources;</li> <li>➤ Evaluate and develop other credible sources;</li> </ul>
4	<b>Style and Grammar</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Understand grammatical rules according to Associated Press Stylebook guidelines;</li> <li>➤ Practice effective proofreading of their work and of the work of their peers;</li> <li>➤ Practice effective copy editing;</li> </ul>
5	<b>Time Management and Organization</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Meet deadlines as determined by the group;</li> <li>➤ Work as a team to create a realistic newsroom experience;</li> <li>➤ Understand how each person contributes to the success (or failure) of any newsroom, publication or general teamwork experience;</li> </ul>
6	<b>Ethical and Legal Issues in Journalism</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Learn and apply the basic code of ethics in Journalism and its related fields, especially as this applies to plagiarism;</li> <li>➤ Understand the nature of the freedom of the press as well as its limitations;</li> <li>➤ Understand the importance of respecting personal privacy and avoiding conflicts of interest;</li> </ul>
7	<b>Editors and Other Newspaper Staff</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Demonstrate knowledge of the editorial hierarchy;</li> <li>➤ Understand/enact the role of editor-in-chief, managing editor, copy editor, news editor, features editor, sports editor, op-ed editor, web editor, business manager, photography/graphics editor, circulation manager and office manager;</li> </ul>
8	<b>Photographs, Graphics, and Web Design</b>	<p><b>The Student will Be Able To:</b></p> <ul style="list-style-type: none"> <li>➤ Develop an understanding of the relationship between photographs, graphics, and copy;</li> <li>➤ Perform basic photo editing;</li> <li>➤ Complete basic layout of print and web copy for newspaper, magazine or brochure;</li> </ul>

9	<b>Photojournalism and New Media</b>	<b>The Student will Be Able To:</b> <ul style="list-style-type: none"> <li>➤ Understand and apply basic principles of photojournalism;</li> <li>➤ Understand the types of stories that may be best suited for photojournalism;</li> <li>➤ Understand the relationship between photojournalism and “print” journalism;</li> <li>➤ Understand how new media (such as blogs and social networking services) impacts Internet journalism;</li> <li>➤ Apply basic techniques of new media (film clips, Flash animation etc.) to web versions of articles to enhance or deepen the written text;</li> </ul>
10	<b>Layout, Design, and Production</b>	<b>The Student will Be Able To:</b> <ul style="list-style-type: none"> <li>➤ Apply layout and design concepts;</li> <li>➤ Demonstrate the ability to process and design photographs and illustrations;</li> <li>➤ Create page design and layout using Adobe InDesign and/or other programs (Quark Xpress, etc.) related to publication;</li> </ul>
11	<b>Advertising, Marketing, and Distribution</b>	<b>The Student will Be Able To:</b> <ul style="list-style-type: none"> <li>➤ Investigate advertising possibilities for <i>The Flying Horse</i>;</li> <li>➤ Apply effective strategies to develop an advertising base for the paper;</li> <li>➤ Understand and apply basic concepts of print and web marketing, advertising and sales;</li> </ul>
12	<b>Publication of The Flying Horse</b>	<b>The Student will Be Able To:</b> <ul style="list-style-type: none"> <li>➤ Produce a high quality student publication as a result of their collaborative and individual efforts;</li> <li>➤ Explore the world of newspaper publication through this hands-on, experiential course;</li> <li>➤ Develop a professional appreciation of journalism;</li> <li>➤ Explore journalism as a possible career through awareness of and application to internships.</li> </ul>

**Textbooks and Required Materials:**

- ✓ Associated Press Stylebook (most recent edition)
- ✓ Notebook
- ✓ Computer Classroom with Adobe CS
- ✓ Flash Drive

**Suggested Materials:**

Digital Camera

**Other Information:**

- ✓ The course will make use of guest lecturers from the field and the campus
- ✓ Course offered: Each Fall and Spring semester. Students would be able to take the course twice to earn up to six credits.

**Transfer Options:**

- ✓ CCSU as 100 level English, 3 credits, writing elective;
- ✓ SCSU as JRN 100, 3 credits, transfer elective;
- ✓ ECSU as COM 1xx, 3 credits, communications elective;
- ✓ WCSU as REG 100, 3 credits, free elective credits.