

## **Journalism and Public Relations SLOs**

### **JOURNAL 101 - Collecting And Writing News**

The student will develop competency in news writing and gathering and understand the importance of meeting deadlines, accuracy and fairness in reporting.

The student will develop reporting skills sufficient for a starting position in mass media news departments, college publications and broadcast positions, or generating publicity releases for campus and off-campus organizations and for upper division course work in four-year journalism programs.

The student will gain competency in AP Style, an appreciation for First Amendment press freedoms and comprehend legal, moral and ethical obligations of the journalism profession.

### **JOURNAL 105 - Mass Communications**

Students will understand the functions, impact, effects and skills of various mass media that include, but are not limited to radio/television, newspapers, books, magazines, websites, social media and the internet.

Through study, students will become critical thinkers and intelligent consumers of mass media.

Students will gain a working knowledge of the roles of mass communication in society.

### **JOURNAL 108 - Article Writing**

Students will demonstrate the best ways to interview and use quotes in stories.

Students will recognize different types of feature leads and how they differ from writing news articles.

Students will be able to demonstrate the appropriate use of transitions.

Students will be able to identify accuracy and ethics in feature stories.

### **JOURNAL 185 - Directed Study – Journalism**

This class is a Directed Study, so the SLOs would be those of whichever class is being applied.

## **JOURNAL 202 - Advanced Newswriting**

Students will employ advanced skills necessary for producing clear and concise journalistic writing.

Students will demonstrate skill in investigative reporting and writing in-depth news story.

Students will be able to practice advanced research techniques and demonstrate the ability to analyze, interpret and organize information for the purpose of presenting this information in journalistic form.

As a result of completing this course, a student will be able to write news, feature, sports, entertainment and opinion stories across all news media platforms – print, broadcast and online.

## **JOURNAL 218-1 - Practical Editing I**

Newspaper: Organize sections, evaluate areas of coverage, and apply introductory skills necessary to write opinions, features, hard news, arts and entertainment, and sports.

Photography: Apply beginning photographic techniques to crop and size photos for newspaper publication. Apply introductory working knowledge of digital cameras and techniques to download photos.

Production: Apply introductory production, editing, and organizational skills to plan newspaper content, justify story selection, and editing decisions. Revise all newspaper content and solve problems that arise in the publication process.

## **JOURNAL 218-2 - Practical Editing II**

Apply intermediate production, editing, and organizational skills to plan newspaper content, including photography, illustrations, cartoons and editorial content.

Justify story selection and editing decisions.

Revise all newspaper content and solve problems that arise in the publication process.

### **JOURNAL 218-3 - Practical Editing III**

Apply intermediate production, editing, and organizational skills to plan newspaper content, including photography, illustrations, cartoons and editorial content.

Justify story selection and editing decisions.

Revise all newspaper content and solve problems that arise in the publication process.

Adapt content to Facebook, YouTube, Twitter; utilize online digital platforms to adapt print work to social media, including Facebook, the online newspaper, YouTube, Twitter, mobile devices.

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Compete for paid or unpaid internships, and entry level jobs.

### **JOURNAL 218-4 - Practical Editing IV**

Apply advanced production, editing, and organizational skills to plan newspaper content, including photography, illustrations, cartoons and editorial content.

Justify story selection and editing decisions.

Revise all newspaper content and solve problems that arise in the publication process.

Compete for paid or unpaid internships, and entry level jobs.

### **JOURNAL 219-1 - Techniques For Staff Editors I**

Newspaper: Organize sections, evaluate areas of coverage, and apply introductory skills necessary to write opinions, features, hard news, arts and entertainment, and sports.

Photography: Apply beginning photographic techniques to crop and size photos for newspaper publication. Apply introductory working knowledge of digital cameras and techniques to download photos.

Production: Apply introductory production, editing, and organizational skills to plan newspaper content, justify story selection, and editing decisions. Revise all newspaper content and solve problems that arise in the publication process.

### **JOURNAL 220 - Magazine Production**

Students will gain an understanding of the basics of magazine production (print and online) and the magazine industry.

Upon completion of this course students will have experienced the convergence of today's media utilizing text, visual imagery and audio.

Upon completion of this course students will have gained an appreciation of the teamwork required to produce a magazine.

### **JOURNAL 258 - Blogging and Social Media**

Students will be able to demonstrate various social media techniques for building an audience for blogs.

Students will be able to demonstrate the legal and ethical responsibilities related to blogging.

Students will be able to demonstrate ways to write and build a blog.

### **JOURNAL 285 - Directed Study – Journalism**

This class is a Directed Study, so the SLOs would be those of whichever class is being applied.

### **JOURNAL 385 - Directed Study – Journalism**

This class is a Directed Study, so the SLOs would be those of whichever class is being applied.

### **PUB REL 001 - Principles Of Public Relations**

Students will analyze and apply the principles of persuasive communication and how it differs from the traditional news media.

Students will analyze the effectiveness of persuasive communication in terms of various mass media.

Students will apply public relations communication theory in order to create essential public relations tools including news releases and a strategic public relations plan for a client.

Students will be able to plan and produce publicity campaign using effective communication strategies.

Students will be able to recognize and assess common ethical problems in public relations using appropriate tools, such a codes of ethics and case studies.