



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW:** Academic Year 2009-2010 **NEXT REVIEW:** Academic Year 2014-15  
**STATUS:** A

**COURSE TITLE:** Basic Reporting

**COMMON COURSE NUMBER:** JOU1100

**CREDIT HOURS:** 3.0

**CONTACT HOUR BREAKDOWN**

*(per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

Lecture: 16.00      Lab: 32.00  
Clinic:                      Other:

**PREREQUISITE(S):** Eligibility for ENC1101 and ability to type

**COREQUISITE(S):** None

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION:**

**Pre-professional course providing fundamental instruction and practice in writing as a basis for all upper division courses in journalism. Includes writing in the news style, leads, defining news, types of stories, organization of stories, policy and libel.**

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area  
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area  
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

**UNIT TITLES**

1. Criteria of News Value
2. Elements of Journalistic Writing
3. Law and Ethics
4. Inverted Pyramid Writing Structure
5. Newspaper Stylebook
6. Copy Editing
7. Interviewing Techniques
8. Alternative Sources of Information
9. Quotations and Attribution
10. Covering the Beat
11. Specialized Reporting
12. Newsrooms

**EVALUATION:**

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

**GENERAL EDUCATION Competencies and Skills \*:**

Please highlight in green font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	All units.
2. Speak and listen effectively	All units.
3. Write clearly and coherently	All units.
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	All units.
5. Demonstrate and apply literacy in its various forms: <i>(highlight in green ALL that apply)</i> (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental )	Informational: All units. Cultural: All units. Historical: All units.
6. Apply problem solving techniques to real-world experiences	X
7. Apply methods of scientific inquiry	X
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	X
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	All units.
10. Collaborate with others to achieve common goals.	All units.
11. Research, synthesize and produce original work	X
12. Practice ethical behavior	All units.
13. Demonstrate self-direction and self motivation	All units.
14. Assume responsibility for and understand the impact of personal behaviors on self and society	All units.
15. Contribute to the welfare of the community	X

\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force

Common Course Number: JOU1100

**I. Course Overview:**

Upon successful completion of this course, the students shall be able to recognize the criteria of news value, and write and edit articles that demonstrate effective journalistic style.

**II. Units:**

**Unit 1 Criteria of News Value**

**General Outcome:**

**1.0 The students shall be able to recognize the criteria of news value.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 1.1 Assess impact of audience, proximity, prominence, timeliness, unusualness and conflict.**
- 1.2 Show ways in which criteria are used to create and maintain reader's interest.**
- 1.3 Distinguish between relative values of hard and soft news.**

Common Course Number: JOU1100

**Unit 2 Elements of Journalistic Writing**

**General Outcome:**

**2.0 The students shall be able to identify the elements of good journalistic writing.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 2.1 Identify good journalistic writing which includes accuracy, precision, clarity, organization, transition, objectivity and complete reporting.**
- 2.2 Distinguish between objective reporting and editorial comment.**

Common Course Number: JOU1100

**Unit 3 Law and Ethics**

**General Outcome:**

**3.0 The students shall be able to apply the law and ethics relevant to journalistic laws and responsibilities.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 3.1 Understand libel types of defenses.**
- 3.2 Understand right to know versus the right to privacy.**
- 3.3 Recognize and adhere to codes of professional ethics.**
- 3.4 Understand and practice ethics of fair, accurate and balanced reporting.**
- 3.5 Understand basis of ethical, legal and public opinion censorship and prior restraint.**

Common Course Number: JOU1100

**Unit 4 Inverted Pyramid Writing Structure**

**General Outcome:**

**4.0 The students shall be able to recognize and demonstrate inverted pyramid writing and other styles.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 4.1 Demonstrate ability to use inverted pyramid and other writing structures.**
- 4.2 Recognize and demonstrate the writing of different leads.**

**Common Course Number: JOU1100**

**Unit 5 Newspaper Stylebook**

**General Outcome:**

**5.0 The students shall be able to demonstrate proficient use of accepted stylebook.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 5.1 Recognize differences between composition and journalistic styles.**
- 5.2 Apply national stylebook(s) criteria to journalistic writing and editing.**

Common Course Number: JOU1100

**Unit 6 Copy Editing**

**General Outcome:**

**6.0 The students shall be able to understand and practice newspaper style for proof-reading and editing purposes.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 6.1 Recognize and utilize copy editing symbols.**
- 6.2 Proofread their copy prior to submission of materials.**
- 6.3 Be able to distinguish between proofreading and copy editing symbols.**

Common Course Number: JOU1100

**Unit 7 Interviewing Techniques**

**General Outcome:**

**7.0 The students shall be able to understand and practice essential elements necessary in assuring an accurate, complete interview.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 7.1 Learn two types of interviews-planned and spontaneous.**
- 7.2 Employ appropriate technique of telephoning, tape recording, or face to face interviewing.**
- 7.3 Understand ethics of off-the-record information and other sensitive areas.**

Common Course Number: JOU1100

**Unit 8. Alternative Sources of Information**

**General Outcome:**

**8.0 The students shall be able to understand and use a variety of alternative sources of information.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 8.1 Identify the appropriate sources for information for specific story.**
- 8.2 Utilize reference library.**
- 8.3 Utilize internal libraries.**
- 8.4 Identify databases.**

Common Course Number: JOU1100

**Unit 9. Quotations and Attribution**

**General Outcome:**

**9.0 The students shall be able to use quotations correctly and provide adequate attribution.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 9.1 Distinguish between direct and indirect quotes.**
- 9.2 Understand that all sources and information must be accurately attributed and in context.**
- 9.3 Understand the importance of verifying and corroborating information from a variety of Sources.**

Common Course Number: JOU1100

**Unit 10. Covering the Beat**

**General Outcome:**

**10.0 The students shall be able to understand the nature and role of beats.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**10.1 Understand value and role of beats to newspapers and their reporters.**

Common Course Number: JOU1100

**Unit 11.Specialized Reporting**

**General Outcome:**

**11.0 The students should be able to differentiate among specialized areas of Reporting.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 11.1 Understand special demands of specialized fields of investigative reporting and special events.**
- 11.2 Understand investigative reporting.**
- 11.3 Understand features reporting and writing.**

**Common Course Number: JOU1100**

**Unit 12. Newsrooms**

**General Outcome:**

**12.0 The students shall be able to be knowledgeable about organizational Structure of the newspaper.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**12.1 Recognize organizational strategy of newspapers.**

**12.2 Learn editorial copy flow process.**

**Special Student Projects:**

**Students will write 3000 words to fulfill Gordon Rule.**

**Students will write news stories.**