

Broward Community College Course Outline

STATUS: A

COMMON COURSE NUMBER: JOU 2203

COURSE TITLE: Magazine Editing

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 16

Lab 32

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: JOU 1100 or CRW 1200

Co requisite: None

Course provides instruction and practical experience in editing a magazine including staff relations, expertise in article writing, copy and picture editing, audience analysis, and legal and economic aspects of editing.

General Education Requirements - Associate of Arts Degree, meets Area(s):
General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Written Material - Free-Lance and Staff Written
2. Visual Material - Free-Lance and Staff Generated
3. Magazine Formulas
4. Staff Relations
5. Planning an Issue
6. Legal and Ethical Considerations
7. Economic Aspects of Editing a Magazine

I. Course Overview:

Upon successful completion of this course, students should be able to describe basic editorial aspects of publishing a magazine, including generating written material, establishing a formula, planning an issue, and using legal and ethical guidelines.

II. Units:

Unit 1. Written Material--Free-Lance and Staff Written

General Outcome:

1.0 The students should be able to solicit and work with written material.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 describe the relationship of free lance writing to staff writing.

1.2 write effective query letters.

1.3 write effective acceptance or rejection letters.

1.4 describe editors' styles of working with writers.

1.5 do copy editing.

1.6 write headlines and captions.

2. Visual Material

General Outcome:

2.0 The students should be able to obtain and work with visual materials.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 describe the relationship of free-lance photography and art to staff-generated photography and art.

2.2 describe the characteristics of visual material to look for in submissions.

2.3 describe effective acceptance or rejection techniques.

2.4 access available art which is copyright free.

3. Magazine Formulas

General Outcome:

3.0 The students should be able to describe the purposes and scope of magazine formulas.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 describe the basic purpose of using a formula.

3.2 describe the effect of the audience on the formula.

3.3 contrast the effect of existing competitive magazines on a formula.

3.4 create a formula for a magazine.

4. Staff Relations

General Outcome:

4.0 The students should be able to discuss basic leadership styles.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 describe the effects and importance of group dynamics.

4.2 describe the methods and effects of authoritarian leadership.

4.3 describe the methods and effects of democratic leadership.

4.4 describe the general roles of the editor and support staff.

5. Planning an Issue

General Outcome:

5.0 The students should be able to plan an issue of a magazine.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 adapt the formula to the material, and vice versa.

5.2 establish a time table.

5.3 establish progressive steps in the time table.

5.4 plan the flow of the issue.

5.5 allocate space to components of the magazine.

6. Legal and Ethical Considerations

General Outcome:

6.0 The students should be able to describe the basic legal and ethical aspects of editing a magazine.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 6.1 relate aspects of libel to written content.
- 6.2 relate aspects of libel to visual content.
- 6.3 describe the uses of legal releases.
- 6.4 relate ethical considerations to magazine editing.
- 6.5 describe right to privacy considerations.
- 6.6 delineate magazine policy to legal and ethical concerns.

7. Economic Aspects

General Outcome:

7.0 The students should be able to describe the economic aspects of editing a magazine.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 describe how ad revenue is generated.

7.2 describe how subscription revenue is generated.

7.3 analyze circulation as a factor in revenue and cost.

7.4 analyze the cost of production.