

COURSE OUTLINE
Journalism 116
Introduction to Broadcast Journalism II

I. Catalog Statement

Journalism 116 continues to develop the process of gathering, writing, editing, and presenting the news on radio and television. This course involves practical application of the skills. Students produce, report, and anchor a news segment for cable broadcast. In addition, they will produce and host a half-hour magazine format show for cable broadcast. Emphasis is placed on writing for broadcast, news judgment, visual versus sound considerations, interviewing techniques, ethics, scripting, and news organizations • infrastructure. Students will also be introduced to various radio formats and perform on the campus radio station.

Units: 3.0

Lecture Hours: 3.0

Total Laboratory Hours: 1.0

(Faculty Laboratory Hours 1.0 + Student Laboratory Hours 0.0 = 1.0 Total Laboratory Hours)

Prerequisite: Journalism 106 or equivalent

II. Course Entry Expectations

Skills Level Ranges: Reading: 5; Writing: 6; Speaking/Listening: 6; Math: 1.

Prior to enrolling in the course, the student should be able to:

1. exercise good news judgment, taking into consideration the newsworthiness of a story, ethical methods of information-gathering, and how different methods of presenting the story will have different effects on the audience;
2. gather information for stories, using proper techniques, judgment, and development of sources;
3. write stories for a newscast using proper techniques, ethics, judgment and style;
4. conduct a professional journalistic interview;
5. edit and rewrite broadcast news stories;
6. script both radio and television newscasts.

III. **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. write a news story that is both conversational and compelling;
2. gather story information in a timely manner;
3. conduct interviews in a live or studio setting;
4. script, edit and produce a half hour cable show;
5. script, edit and produce a five-minute newscast which may air on television;
6. script, edit and produce a five-minute radio show which may air on the campus radio station.

IV. **Course Content**

A.	Advanced Broadcast News Writing Techniques	12 hours
1.	Writing the news story	
2.	Writing conversationally for broadcast	
3.	News politics	
4.	What to cover, hard news vs. feature stories	
5.	Market considerations	
B.	Broadcast News Coverage	12 hours
1.	Selecting stories	
2.	The right person to interview	
3.	Sound on tape	
4.	Importance of sources	
5.	Sports stories	
C.	Broadcast News Production	12 hours
1.	Camera techniques	
2.	Studio production	
3.	Field production	
4.	Finalizing and airing the television newscast	
5.	Diverse radio formats	
6.	Airing a radio show	
D.	Broadcast News Problems and Potential	12 hours
1.	Advertising and show content	
2.	News as entertainment	
3.	News corporations	
4.	Ratings and ethics	
E.	Lab	16 hours

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. class lecture and discussion;
2. studio training;
3. group learning;

4. field trips;
5. guest speakers.

VI. **Assignments and Methods of Evaluation**

1. Quizzes
2. News writing assignment
3. Scripting assignments
4. Recording assignments
5. On-air assignments
6. Final examination

VII. **Textbooks**

Goldstein, Associated Press Stylebook

New York:Perseus Books Goldstein, 2007

12th Grade Textbook Reading Level

ISBN: 0-4650-0489-X

Stephens, Broadcast News

Portland, OR:Cengage Learning, 4th edition, 2004

12th Grade Textbook Reading Level

ISBN: 13:97-805345-957-08

Papper, Robert A., Broadcast News Writing Stylebook,

St. Louis, MO: Allyn & Bacon, 3rd edition, 2005

12th Grade Textbook Reading Level:

ISBN 13:9780205449743

VIII. **Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

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2. gather story information in a timely manner;
3. conduct interviews in a live or studio setting;
4. script, edit and produce a half hour cable show;
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