

# SLO Presentation

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JOUR

Date: 09-15-2022

## ISLO

### Civic Engagement

- Students will develop values and beliefs in their role as a member of local, national and global societies to promote truth, fairness and goodwill to others. They will use the democratic process to further their values and beliefs and recognize and accept differing perspectives based on cultural diversity. They will engage in actions which provide service to others and have a positive impact on their local community.

### Communication and Expression

- Students will demonstrate the ability to effectively and appropriately communicate their thoughts and ideas both in written and oral forms. They will develop verbal and non-verbal delivery skills, in an appropriate manner, to communicate their ideas as well as evaluate the ideas of others in a wide variety of contexts.

### Critical Thinking and Quantitative Reasoning

- Students will demonstrate the ability to recognize assumptions within an argument and actively and skillfully analyze underlying reasoning to develop a conclusion. They will apply qualitative and/or quantitative analysis to solve problems, predict outcomes, test hypotheses, and explore alternatives in an ethical manner.

### Information Literacy

- Students will demonstrate the ability to determine when gathering additional information is necessary. They will use appropriate resources and technologies to locate, evaluate and incorporate the information when developing supporting arguments and drawing conclusions. Students will also develop the ability to understand any legal, ethical or social issues regarding the use of information.

### Personal Knowledge and Responsibility

- Students will develop the necessary skills to define, maintain and complete their personal educational goals. They will learn to work independently to accomplish personal goals toward realizing their full potential academically, physically and emotionally whether for personal enrichment, further education or career advancement.

Fine Arts and Communications
JOUR
<b>Film, Television and Electronic Media -- AST</b> <ul style="list-style-type: none"><li>• Create effective communication using written, oral and audio/visual methods in a media context.</li><li>• Integrate critical thinking into a media context.</li><li>• Integrate standards of professional conduct in a media context.</li><li>• Develop both technological and digital proficiency in a media context.</li></ul>
<b>Journalism--AA</b> <ul style="list-style-type: none"><li>• Students develop a portfolio of journalistic stories in multiple formats.</li><li>• Students demonstrate the values of newsworthiness.</li><li>• Students edit journalistic stories in various formats.</li><li>• Students explain the legal issues of libel, privacy, copyright, free speech/press.</li><li>• Students recognize the role of the mass media in society.</li><li>• Students develop and maintain a Wordpress blog and news related content management systems.</li></ul>
<b>Journalism--AAT</b> <ul style="list-style-type: none"><li>• Students demonstrate an understanding of the role of the mass media in society.</li><li>• Students demonstrate the values of newsworthiness.</li><li>• Students develop and maintain a Wordpress blog and news related content management systems.</li><li>• Students demonstrate understanding of legal issues of libel, privacy, copyright, free speech/press.</li><li>• Students develop a portfolio of journalistic stories in multiple formats.</li><li>• Students edit journalistic stories in various formats.</li></ul>
<b>Liberal Arts Studies: Media Studies--AA</b>

- Students describe the role of media in society.
- Students explain the history of media both in the United States and worldwide.
- Students recognize the impact of media in developing cultural and cross-cultural media art forms, both in the United States and around the world.
- Students utilize written, oral, visual and multimedia communication skills when reaching out to a media audience.

### **Public Relations--Cert**

- Students demonstrate an understanding of the role of the public relations in society.
- Students demonstrate the values of newsworthiness.
- Students develop a portfolio of journalistic stories in multiple formats.
- Students develop and maintain a Wordpress blog and news related content management systems.
- Students edit journalistic stories in various formats.

### **CSLO**

#### **JOUR100 - Mass Communications and Society**

- Students will be able to identify six of the seven major roles mass media in society.
- Students will identify the five clauses of the First Amendment.
- Students recognize the influence and role of technology in affecting mass media content and the impact it has on society.
- Students identify the seven major mass media.
- Students understand the development/history (eras) of the mass media in the United States.
- Students define the five freedoms of the first amendment.
- Students demonstrate a general understanding of legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright and freedom of information.
- Students describe how and why we regulate the broadcast media differently than we regulate the other media.

#### **JOUR101 - Beginning Newswriting and Reporting**

- Students describe the relative newsworthiness of elements that make up potential news stories.
- Students define the different parts of the news story, with special emphasis on the inverted pyramid format in presenting information.
- Students describe leads other than the summary lead.
- Students apply Associated Press style in news story writing.
- Students develop questions about news subjects or stories and conduct interviews.
- Students gather, sort and organize information for a news story.
- Students quote sources with proper punctuation and attribution.
- Students identify potential libel or privacy issues in news stories.
- Students write a news story from a list of 10 facts within 30 minutes.

#### **JOUR107 - College Newspaper**

- Report and write stories for publication using multiple sources
- Determine and evaluate appropriate sources of news information
- Students will be able to evaluate a list of 10 news story facts and write an appropriate summary lead within 30 minutes.
- Students report and write stories for publication using multiple sources.
- Students determine and evaluate appropriate sources of news information.
- Design newspaper pages and advertisements using up-to-date design and desktop publishing software
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- Take and prepare photos for publication

- Students take and prepare photos for publication.
- Tell stories with single photos, multimedia slideshows or video
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- Navigate content management software to create online publications
- Students navigate content management software to create online publications.
- Develop multimedia stories for online publication
- Understand the role of the student press as members of the campus community
- Students develop multimedia stories for online publication.
- Students understand the roles of the student press as a member of the campus community.
- Understand the legal aspects of communications
- Students understand the legal aspects of communication.
- Develop an electronic portfolio of at least five writing, design, photo, or multimedia stories published in the student publications
- Students develop an electronic portfolio of at least five writing, design, photo or multimedia stories published in the student publications.

### JOUR107A - News Media Production

- Report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Determine and evaluate appropriate sources of news information.
- Navigate the content management software used to create online publications (post to Camayak).
- Demonstrate an understanding of the role of the student press as member of the campus community.
- Demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Develop an electronic portfolio of at least 12 writing, design, photo, or multimedia stories published in the student publications.

### JOUR107B - Intermediate News Media Production

- Report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Determine and evaluate appropriate sources of news information.
- Navigate the content management software used to create online publications (post to Camayak).
- Demonstrate an understanding of the role of the student press as member of the campus community.
- Demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Develop an electronic portfolio of at least 15 writing, design, photo, or multimedia stories published in the student publications (must include minimum of six in two areas).

### JOUR107C - Intermediate Advanced News Media Production

- Report and write stories for publication using multiple sources; and/or design newspaper pages and advertisements using up-to-date design and desktop publishing software (InDesign); and/or take and prepare photos for publication for print and online; and/or write and edit stories using photo slideshows, multimedia, audio, or video.
- Determine and evaluate appropriate sources of news information.
- Edit peers' stories and photo stories.
- Navigate the content management software used to create online publications (post to Camayak).
- Demonstrate an understanding of the role of the student press as member of the campus community.
- Demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Develop an electronic portfolio of at least 18 writing, design, photo or multimedia stories published in the student publications (must include minimum of four in three areas).

### JOUR107D - Advanced News Media Production

- Report and write and edit stories for publication using multiple sources and Design newspaper pages; and advertisements using up-to-date design and desktop publishing software (InDesign); and take and prepare photos for publication for print and online and; write and edit stories using photo slideshows, multimedia, audio, or video.

- Determine and evaluate appropriate sources of news information.
- Cover a major or public affairs beat on a weekly basis.
- Edit peers' stories and photo stories.
- Navigate the content management software used to create online publications (post to Camayak).
- Understand the role of the student press as member of the campus community.
- Demonstrate an understanding of the legal aspects of communication (libel, privacy, copyright, etc.)
- Develop an electronic portfolio of at least 24 writing, design, photo, or multimedia stories published in the student publications (must include minimum of four in each of the four areas).

### **JOUR111 - Introduction to Newsletters**

- Ninety percent (90%) of students will create a newsletter article that uses inverted pyramid style.

### **JOUR119 - Legal Aspects of Mass Communication**

- Identify the five freedoms of the First Amendment
- Identify and define the three elements of libel
- Identify fair use application of copyrighted material from a list of examples with seventy percent accuracy

### **JOUR121 - Multimedia Reporting**

- Develop a news or feature story through video format
- Develop a news or feature story through audio format
- Develop a news or feature story through slideshow format
- Develop a news or feature story through blog format
- Analyze the fair use of copyrighted material in enhancing a news or feature story

### **JOUR125 - Audio News Production and Editing**

- Organize, write, and gather audio content for news stories and features
- Edit, mix, and balance audio news and news feature stories with multiple sources and tracks
- Create a portfolio of standalone news feature stories and podcasts
- Create a portfolio of news roundup podcasts

### **JOUR130 - Photojournalism**

- Students administer and control the technical and mechanical aspects of photography in general and Photojournalism in particular.
- Students recognize the value of a photographic situation and create story-telling pictures that can generate high reader interest.
- Students produce human interest and feature photographs for a variety of uses.
- Students demonstrate the ability to create, design, and layout photo essays, stories, and sequences.
- Students appraise and validate the role of photography in mass communications.
- Students examine and interpret the limits and guidelines imposed by taste, propriety, libel, and the law, while also recognizing the responsibility to report and record history.

### **JOUR157 - Principles of Public Relations**

- Define at least five tools used by public relations practitioners to deliver messages
- Write a news release
- Evaluate the role of public relations practitioners in the hierarchy of an organization
- Define the varied audiences or publics for a given organization
- Plan a public relations project or program and identify at least five distinct audiences and tools to be used, including social media

### **JOUR298 - Directed Studies**

- Students complete a summary evaluation of skills attained or knowledge acquired during the directed studies contract.
- Students develop skill sets or research the topic outlined in the directed studies contract.

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- Students develop skill sets or research the topic outlined in the directed studies contract.