THE COLLEGE OF THE BAHAMAS
Course Outline

Title: Public and Community Journalism
Abbreviation and Number: JRNW310 AB Paper No.: 13-28
School: Communication and Creative Arts
Department: Journalism and Communication
Credits: 3
Course Sequence: ( ) Fall ( ) Spring ( ) Fall and Spring

Hours Per Week:
( 1 ) Lecture ( 2 ) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen
( ) Other (Specify)

Pre-requisite(s): JRNW210 or permission of Chair/Instructor
Co-requisite(s): None

COURSE DESCRIPTION
The course further develops students’ skills in generating, researching, and writing news articles, enabling them to produce a portfolio with a social campaigning theme. Students develop a critical understanding of public, community and campaigning journalism and devise a campaign to help represent and improve community life.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Research topical story ideas with a specific purpose using standard newsgathering techniques;
2) Develop a variety of articles for a specific campaign in line with a style guide and according to a prescribed journalistic format;
3) Use a range of authoritative sources and research tools to develop a well-informed insight into issues deserving of a dedicated newspaper campaign;
4) Apply a strategy for achieving a specified result using a well-coordinated and cohesive portfolio of newspaper articles;
5) Apply theoretical concepts of public journalism to the journalistic process; and
6) Analyse the potential role of public and community journalism in Bahamian society.

COURSE CONTENT
I. Public Journalism Theory
   A. The problem of objectivity
   B. Journalism as advocacy
   C. Limitations of democracy
   D. Fostering an active and engaged citizenry
   E. The nature of public opinion
   F. The public journalism controversy

II. The Newspaper Campaign
   A. Identifying a worthy social cause
   B. Scapegoats and heroes, victims and advocates
   C. Fighting a cause that can be won
   D. Campaign formatting and structure

III. Different Styles of Writing
   A. Features
      i. Human interest case studies
      ii. Developing a creative voice
Course Outline

Title: Public and Community Journalism
Abbreviation and Number: JRNW310

B. Profiles
   - Heroes and victims
C. Surveys
   i. The voice of the people
   ii. Vox pops
D. The opinion piece
   i. Formulating arguments
   ii. Developing an authoritative voice

VI. Straight News Revisited
   A. Style and structure
   B. The follow-up

V. Headline Writing
   - Style, structure and format

ASSESSMENT
Class assignments .................... 30%
Mid-semester assignment .......... 15%
Essay .................................... 15%
Portfolio ................................. 40%
Total .................................. 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS
Articles from the Internet, examples of outstanding reportage and journalistic writing and other hand-outs will be distributed.


NEWSPAPERS
The Abaconian (www.abaconian.com)
The Bahama Journal (www.jonesbahamas.com)
The Freeport News (www.freeport.nassauguardian.net)
The Guardian (http://observer.guardian.co.uk)
The Miami Herald (www.miamiherald.com)
The Nassau Guardian (thenassauguardian.com)
The Punch (sites.google.com/site/thepunchbahamas/home)
The Tribune (www.tribune242.com)