

# SYLLABUS

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**CODE:** JOUR 105

**TITLE:** Magazine Writing

**DIVISION:** Arts & Communications

**DEPARTMENT:** Communication Media

**COURSE DESCRIPTION:** Students will receive an overview of magazine journalism and learn about the history and creation of magazines. Students will learn how to research, interview, write and edit stories that would be published in consumer and trade magazines. Within the workshop setting, their work will be examined and critiqued by both the instructor and their peers, acting as the audience of their work. In addition, students will also be exposed to the current magazine industry, ethical issues, how to obtain internships and learn about the various positions and job opportunities available at a magazine.

**PREREQUISITES:** ENGL 095

**COREQUISITES:**

**CREDITS:** 3

**LECTURE HOURS:** 3

**LAB/STUDIO HOURS:**

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**REQUIRED MATERIALS:** Writing for Magazines, Cheryl Sloan Wray

**ADDITIONAL TIME REQUIREMENTS:**

None required

**COURSE LEARNING OUTCOMES:**

Upon completion of this course, students will be able to:

- Examine the history and current trends of magazine journalism.
- Utilize questioning and critical thinking skills to gather information and determine and evaluate a story's essential content based on subject and audience.
- Apply various methods, styles, and types of magazine writing through creating original work and become familiar with the magazine writing process by working on research and interviewing skills.
- Recognize writing as a recursive process, which requires thinking, writing, revising and editing.
- Analyze the ethical roles and responsibilities of magazine editors.
- Examine and discuss the current market to determine the variety of possible career paths in the magazine field.

**GRADING STANDARD:**

Students will be graded on attendance and participation. The class focuses on writing and workshopping; therefore, attendance is mandatory. After two absences, the student must speak with the instructor to determine his/her status in the course. Final grades will also be based on the completion of writing assignments assigned throughout the semester as well as a final end of the semester project. Grades for written assignments will be based on a class rubric.

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Completion and assessment (based on class rubric) of five writing assignments: (10% each) 50% of grade.

Completion of in-class writing assignments: 15% of grade

Completion of final project (based on class rubric): 20% of grade

Class attendance and participation: 15% of grade

**A: 94+**

**A-: 90-93**

**B+: 87-89**

**B: 84-86**

**B-: 80-83**

**C+: 75-79**

**C: 70-74**

**D: 60-69**

**F: 59 below**

## **COURSE CONTENT:**

### **Unit 1: Magazines, Past and Present**

**Objectives:** Students will be introduced to the history of magazine journalism as well as its current role in the journalism field, both print and online. They will analyze various types of magazines and evaluate some are successful and some aren't. Students will examine the importance of understanding one's audience and examine the role of advertising when creating an editorial book.

### **Unit 2: The Magazine Editorial Writing and Editing Process**

**Objectives:** Students will learn how a magazine is produced and then practice the editorial process of generating ideas, writing and revising. They will study the necessary components in producing particular types of magazine articles. They will produce their own articles, workshop their work, critique their peers, and revise their work. They will practice this process by producing articles, such as the interview, the review, the editorial, the personal essay, the profile, the advice column and other creative non-fiction type articles.

### **Unit 3: Editorial Ethical Issues**

**Objective:** Students will examine various ethical issues involved in the magazine field, such as reporting the truth and publishing unauthorized cover stories.

### **Unit 4: Magazine Careers**

**Objectives:** Students will examine the various types of job opportunities in the magazine field and what skills are needed to perform each position. They will also practice some of those skills needed in an editor, writer and copy editor position in class. In addition, students will be introduced to various ways and places they can publish their work.

## **DEPARTMENT POLICIES:**

**Behavior:** Students must act in a manner befitting a college classroom. Any behavior that interferes with other students' ability to do their work is not tolerated.

**Attendance:** Writing courses differ from others in that they cannot be completed successfully through textbook study alone and results cannot be assessed by testing. In fact, our approach relies on members of a class being present when that class is in session. We believe that learning through writing best occurs when students complete assignments in sequence and submit them on time. We expect students to be present when a class is scheduled to begin, assignment in hand, ready to participate in the day's work. Students who have to miss a class

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because of an emergency must speak to their instructor in time to attend the following class fully prepared and up-to-date. Individual instructors have specific attendance requirements. It is the student's responsibility to be aware of them.

**Plagiarism:** A student has an obligation to exhibit honesty and high ethical standards in carrying out academic assignments. Submitting the work of another person in a manner that represents the work as one's own constitutes plagiarism.

## **COLLEGE POLICIES:**

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdalecc.edu/support](http://www.brookdalecc.edu/support).

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

## **NOTIFICATION FOR STUDENTS WITH DISABILITIES:**

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 or 732-842-4211 (TTY), provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## **ADDITIONAL SUPPORT/LABS:**

### **MENTAL HEALTH:**

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.*