SAMPLE OR SUGGESTED CURRICULUM ALIGNED TO OUTCOMES BASED EDUCATION FOR BACHELOR OF ARTS IN JOURNALISM

PROGRAM SPECIFICATIONS

Section 1 Program Description

1.1 Degree Name

The degree name under this program shall be called **Bachelor of Arts in Journalism** (BA Journalism).

1.2 Nature of the Field of Study

Journalism covers the principles and techniques of reporting, writing, producing and disseminating news in a range of forms, formats and platforms in a democracy such as the Philippines. It focuses on timely events, issues and developments relevant to the communities the journalist serves. This field of study promotes professional and ethical standards, and includes reflection on best practices.

1.3 Program Goals

This program aims to equip students with the requisite knowledge, skills and attitude, and a commitment to uphold professional ethics and standards in the practice of journalism, as well as the capacity to anticipate and respond to the needs of rapidly developing media.

1.4 Specific Professions/Careers/Occupations for Graduates

Graduates of this program can pursue but are not limited to the following career paths:

a. Reporters and writers for various media (e.g., print, broadcast, online, multimedia, digital)

b. Editors/producers for various media (e.g., print, broadcast, online, multimedia, digital)

c. News analysts and commentators

d. Visual journalists (e.g, photojournalists, video journalists, graphics journalists)

e. Proofreaders

f. Editorial assistants

g. News website/app developers

h. Media researchers

i. Media relations specialists

1.5 Allied Programs

The allied programs for Journalism are Communication, Development Communication and Broadcasting.

Section 2   Program Outcomes

At the end of the program, graduates of BA Journalism will, at the minimum, be able to:

Common to all programs in all types of schools

- Engage in lifelong learning and understand the need to keep abreast of the developments in journalism
- Effectively communicate orally and in writing in English and Filipino, and the vernacular where applicable
- Work effectively and independently in multidisciplinary and multicultural teams
- Adhere to professional and ethical standards
- Fulfill social responsibility
- Appreciate Filipino historical and cultural heritage

Common to the Social Sciences and Communication

- Understand and apply social science and communication concepts and theories to the analysis of social issues
- Design and execute social science and communication research using appropriate approaches and methods
- Uphold professional and ethical standards in the social sciences and communication

Specific to the Bachelor of Arts in Journalism Program

- Identify newsworthy stories in a complex field of facts and opinions, focusing on those of particular importance to the community they serve. Community is inter-

preted broadly as geographic, virtual, of shared interest or philosophy.

- Conduct journalistic research
- Write, illustrate, edit, produce and disseminate for various formats and platforms
- Uphold journalism ethics and professional standards in keeping with the role of journalism in a democracy
- In the case of graduates of universities, produce scholarly work that would add to the body of knowledge on journalism

Common to a horizontal type as defined in CMO 46 s 2012

- For professional institutions: Demonstrate a service orientation in journalism
- For colleges: Participate in various types of employment, development activities and public discourse particularly in response to the needs of the communities they serve
- For universities: Participate in the generation of new knowledge or in research and development projects
- For state universities and colleges (SUCs) and local universities and colleges (LUCs): Support national, regional and local development plans

For private higher educational institutions (PHEIs): Demonstrate mission-related program outcomes that may be prescribed by their schools

Section 3   Sample Performance Indicators

Program Outcomes	Sample Performance Indicators
Identify newsworthy stories in a complex field of facts and opinions, focusing on those of particular importance to the community they serve	Apply news values in selecting stories from a range of events, incidents, issues, opinions and the like Relate news stories to the various contexts of their community
Conduct journalistic research	Identify and access relevant, valid and appropriate sources of information Master data gathering methods such as notetaking, journalistic interviews, documentary research, observation, database usage, and other social science research techniques Use the applicable technology ranging from the traditional (pen and paper) to the latest (digital devices and software) Verify facts

Write, illustrate, edit, produce and disseminate for various formats and platforms	Evaluate and select essential information
	Organize and structure information into a suitable form and format for a specific platform(s)
	Master the use of correct language and journalistic style
	Use relevant equipment and software
Uphold journalism ethics and professional standards in keeping with the role of journalism in a democracy	Understand journalism ethics including the rights and responsibilities of the journalist
	Deliberate on and resolve ethical dilemmas, and account for their decisions
	Appreciate present and past examples of best practices of journalism at home and abroad
	Adhere to good work ethic (work on deadlines, work on their own or in teams within news organizations or as freelancers)
In the case of graduates of universities, produce scholarly work that would add to the body of knowledge on journalism	Select, analyze and organize relevant topics for scholarly inquiry in journalism
	Conduct a credible literature review
	Adopt an appropriate research framework and methodology

CURRICULUM

Section 4   Curriculum Description

The BA Journalism program has a total of 140 units, of which 63 units are General Education courses, 21 units are core courses, 33 units are required courses, 9 units are electives, 8 units are Physical Education, and 6 units are National Service Training Program (NSTP).

The General Education courses shall automatically be considered revised once a new CMO on General Education is issued by CHED, without need for additional action on the part of the concerned Technical Panel. The Office of Program Standards and Development (OPSD) will amend this CMO upon revision of the GE curriculum.

4.1 Thesis/Special Project Requirements

Students shall be required to conduct an individual or group thesis or special project in journalism. This should satisfy the following:

Number of contact hours per week: 3 hours

Prerequisites: Research in Journalism; senior standing

4.2 Internship Requirements provides students hands-on experience in journalism.

4.3 General Education courses prepare students for the study of journalism with exposure to the other social sciences, humanities and natural sciences.

4.4 Core courses provide an overview of the discipline.

4.5 Required courses introduce the student to journalism.

4.6 Electives expose students to various fields of inquiry in journalism as well as in the social sciences and humanities.

4.7 Internship provides students hands-on experience in journalism.

4.8 Thesis/Special Project enables students to apply research, reporting and production skills in a thesis or journalism project.

.

Section 5   Sample Curriculum

5.1 Components:

Courses	No. of subjects	Equivalent Units Per Subject	Total Units
General Education Courses	**21**		**63**
Language & Literature	8		24
English	3	9	
Filipino	3	9	

Literature	2	6	
Mathematics & Natural Sciences	5		15
Mathematics	2	6	
Natural Sciences	2	6	
Science Elective	1	3	
Humanities & Social Sciences	6		18
Arts		3	
Philosophy		3	
Basic Economics (with Taxation and Agrarian Reform)		3	
General Psychology		3	
Politics and Governance (with Philippine Constitution)		3	
Society and Culture (with Family Planning)		3	
Mandated Subjects	2		6
Life and Works of Rizal		3	
Philippine History		3	
Core Courses	**6**		**21**
Introduction to Communication		3	
Introduction to Communication Theory		3	
Introduction to Communication Research		3	
Communication and Society		3	
Thesis or Special Project		3	

Internship		6	
Required Courses	**11**		**33**
Principles and Practices		3	
News Writing		3	
Feature Writing		3	
Newspaper Editing and Design		3	
Broadcast		3	
Editorial Management		3	
Media Law and Ethics		3	
Research in		3	
Investigative Journalism		3	
Photojournalism		3	
Online		3	
Electives Courses	**11**		**33**
The Community Press	6		
Business and Economics Reporting			
Science Reporting			
Environmental Reporting			
Reporting the Arts and Culture			
Sports Writing			
Technical Writing			
Special Problems in			
Opinion and Commentary			
Magazine Publishing			

Physical Education (PE)	**4**		**8**
National Service Training Program (NSTP)	**2**		**6**
Total	**55**		**140**

5.2 Program of Study

<div align="center">

YEAR I

</div>

FIRST YEAR			
First Semester	**Second Semester**		
Course	Unit	Course	**Unit**
English 1	3	English 2	3
Filipino 1	3	Filipino 2	3
Math 1	3	Math 2	3
Life and Works of Rizal	3	Philippine History	3
Introduction to Communication	3	Introduction to Communication Theory	3
		Principles and Practices	3
PE	2	PE	2
NSTP	3	NSTP	3
Total	**20**	**Total**	**23**

<div align="center">

YEAR II

</div>

SECOND YEAR			
First Semester	**Second Semester**		
Course	Units	Course	Units
English 3	3	Literature 1 (Filipino)	3
Filipino 3	3	Natural Science 2	3
Natural Science 1	3	Science Elective	3
Basic Economics (with Taxation and Agrarian	3	General Psy-	3

8

Reform)		chology	
Introduction to Communication Research	3	Communication and Society	3
News Writing	3	Feature Writing	3
Photojournalism	3	Broadcast	3
PE	**2**	PE	**2**
Total	**23**	**Total**	**23**

YEAR III

THIRD YEAR			
First Semester	**Second Semester**		
Course	Units	Course	Units
Literature 2 (Foreign)	3	Humanities/ Philosophy	3
Humanities/ Arts	3	Society and Culture (with Family Planning)	3
Politics and Governance (with Philippine Constitution)	3	Investigative Journalism	3
Newspaper Editing and Design	3	Online	3
Media Law and Ethics	3	Elective 1	3
Total	**15**	**Total**	**15**

SUMMER

First Semester	
Subject	Units
Internship	**6**

YEAR IV

FOURTH YEAR			
First Semester	**Second Semester**		
Course	Units	Course	Units
Research in	3	Thesis or Special Project	3

Editorial Management	3	Elective 3	3
Elective 2	3		
Total	**9**	**Total**	**6**

Note: The HEI is free to enhance and follow different patterns and modalities based on the needs of its clientele.

Section 6 Sample Curriculum Map

The curriculum map is a tool to validate if a match exists between core program outcomes (competencies) and the content of a curricular program (on a per course or subject basis). The following letter symbols have been used:

L – whether subject course facilitates learning of the competency (input is provided and competency is evaluated)

P- whether subject course allows student to practice competency (no input but competency is evaluated)

O - whether subject course is an opportunity for development (no input nor evaluation, but competency is practiced).

For the curriculum map of core courses, please refer to **Annex A.**

Section 7 Sample Means of Curriculum Delivery

The BA Journalism curriculum adheres to a learner-centered paradigm. It begins with clearly stated competencies students must acquire and demonstrate at the end of the four-year program. Appropriate teaching-learning strategies facilitate the acquisition of these competencies. Under this paradigm, students are the subject of the learning process enabling them to achieve their full potentials. The teaching-learning process is interactive, participatory, collaborative and experiential. The teacher is a mentor, facilitator and collaborator.

The following methodologies/strategies may be utilized:

- Lecture-discussion
- Demonstration
- Written exercises with feedback
- Structured learning experiences
- Oral reports and reflections
- Individual or group projects with peer review
- Case analysis and resolution
- Individual and group exercises

- Class/public presentation
- Games with guided discussion
- Field work with concrete output
- Practicum with portfolio and journal
- Blended learning

Section 8 Sample Syllabus

Course syllabi may vary in format but must include the following components:

1. Course Code and Title
2. Course Description
3. Course Prerequisites (if any)
4. Course Learning Outcomes
5. Course Content
6. Course Methodology
7. Course Requirements (outputs matching the course learning outcomes with corresponding outcomes-based assessment)
8. References (print, online, multimedia sources)

For a sample syllabus, please refer to **Annex B.**

Attachments:
Annex A – Sample Curriculum Map
Annex B – Sample Syllabus

ANNEX A: Curriculum Map for BA Journalism

Program outcomes by course	Identify newsworthy stories	Conduct journalistic research	Write, illustrate, edit, produce and disseminate	Uphold and apply journalism ethics	Produce scholarly work
Introduction to Communication	L				L
Introduction to Communication Theory	L				L
Introduction to Communication Research	L	P		L	P
Communication and Society	L		L	O	L
Journalism Principles and Practices	L	L	L		
News Writing	P	P	P	P	
Feature Writing	P	P	P	P	O
Newspaper Editing and Design	P	P	P	P	
Broadcast Journalism	P	P	P	P	O
Editorial Management	P	O	P	P	
Media Laws and Ethics		P		P	O
Research in Journalism	O	P	P	O	P
Investigative Journalism	P	P	P	P	O
Photojournalism	P	P	P	P	O

Online Journalism	P	P	P	P	O
Internship/Practicum	O	O	O	O	
Thesis/Special Project	O	O	O	O	P

Course Code and Title	J123 (Photo Journalism)
Department	Journalism
School	First National State University
Term	First Semester 2017-18
Credit	3 units
Schedule / Venue	MWF 1000-1100 Room 100
Instructor	Jimmy A. Domingo
E-Mail	jd@nomail.edu
Mobile	0918 xxx4321

Description

The course will engage the students on the essential skills, knowledge and attitude needed for production of photographs appropriate for various media platforms and emerging markets.

The course covers photojournalism history and the changing media landscape; general genres and categories, visual framing and effective composition, caption writing, ethics, workflows, and multimedia storytelling.

At the end of the course, the student will be able to uncover her own style as a building block for photojournalism and to develop sound news judgment in adherence to high quality photojournalism standards.

Prerequisite

Principles and Practice of Journalism

Learning Outcomes

- Trace and explain the development of photojournalism as a profession and industry and the legal and ethical framework in which they operate;

- Produce single news pictures encompassing the photojournalism genres and categories and with attention to the technical and aesthetic aspects of visual storytelling;

- Produce a photo story and package a multimedia presentation;

- Gather information, write appropriate captions and caption essays for single news photographs and photo stories they produce in class; and,

- Negotiate ethical minefields concerning photojournalism and strengthen their belief in the tenets of responsible photojournalism in both traditional, new media and emerging communication platforms.

Content, Summary of Assignments and Hands-On Projects

There will be lectures, discussions, presentations, video showing and critiquing of outputs in aid of the completion of various assignments and projects as follows:

1. Distribution of syllabus. Learning Needs Assessment. Lecture and discussion revolving on these key questions: What is photojournalism? What are the emerging markets? What are the skills a photojournalist must have in the age of Information and Communication Technology? Why does photojournalism matter?

2. Basic Photography: camera operation, composition, speed, aperture.

   Project 1: Take the online course "Language of the Image" at http://newsu.org. Submit a "Course Report" (via the newsu.org course report form/tab) and write and submit a 400-600 word reaction/reflection paper on the content of the course and the summary definitions of the elements of the language of the image (printed on A4 paper).

3. Discussions, elaboration on the Language of the Image. Lecture-presentation on the genres/categories of photojournalism. Caption writing. Photo-walk in preparation for Project 2.

   Project 2: FEATURE/HUMAN INTEREST PHOTOS WITH CAPTIONS. Take photographs of feature/human interest and covering the "Language of the Image" elements. Select and submit 7 images in large file digital JPEG format with captions embedded in metadata.

4. Critiquing of Project 2 outputs. Lecture and discussion on strategies of finding an assignment. Video showing – The Photoreporters.

   Project 3: GENERAL NEWS PHOTOS WITH CAPTIONS. Take photographs of any general news events inside or outside the campus. Select and submit 7 photographs in large file digital JPEG format, with corresponding standard captions embedded in metadata.

5. Critiquing of Project 3 outputs. Case studies of general news pictures and spot news (advancer for Project 6, Week 8). Give names of photojournalists (advancer for Project 7, Week 10)

6. Lecture and discussion on ethics in photojournalism. Demonstration on taking formal and environmental portraits.

Project 4: PORTRAITS / ILLUSTRATION PHOTOS. Take portraits of interesting individuals or personalities who are in the news. Select and submit 7 photographs in large file digital JPEG format, with corresponding standard captions embedded in metadata.

7. Critiquing of Project 4 outputs. Case studies of classic and contemporary style of portrait photography.

8. Lecture and discussion on covering fashion and sports events. Video showing— "Photographs that Made History"

   Project 5: FASHION or SPORTS PHOTOS. Take photographs of fashion or sports events with high news value. Select and submit 7 photographs in large file digital JPEG format, with corresponding standard captions embedded in metadata.

9. Critiquing of Project 5 outputs. Lecture on the minimizing risks, getting access.

   Project 6: SPOT NEWS PHOTOS. Take photographs of any spot news. Select and submit 7 photographs in large file digital JPEG format, with corresponding standard captions embedded in metadata. (Note: This project was discussed and announced in Week 4)

10. Critiquing of Project 6 outputs. Lecture on war and conflict photojournalism. Lecture on strategies and approaches of developing a photo story/photo essay; filing-up of photo story planning form (advancer for Project 9, Week 16)

11. No class meeting. Students prepare and execute Project 7.

   Project 7: A DAY WITH A WORKING PHOTOJOURNALIST. Tag along with a professional photojournalist for at least a day. Interview him, engage him in a conversation, uncover him, his life and times and write and submit a profile (800-1,000 words, printed in A4 bond paper). Cover news events with him and submit 7 photos of the news event covered plus a photo of him in actual coverage.

12. Reporting, sharing, elaboration of photojournalists' workflows, ethics, getting access, and key issues mentioned in the reports. Check progress of Project 9.

13. No class meetings. Students prepare and execute Project 8.

   Project 8: NEWSROOM VISIT (Group Work). Visit a newsroom, interact/dialogue with newsroom managers specifically the photo section chief and staff. Prepare a report in PPT format on the dynamics of the newsroom vis-à-vis the workflows and all aspects of photojournalism. The reports will be presented and discussed in class.

14. Reporting, sharing, elaboration of newsroom workflows, ethics, editorial

preferences, and other key issues mentioned in the reports.

15. Multimedia production: Scriptwriting, recording video and audio.

16. Check on progress of Project 9. Individual assessments. Mentoring. Lecture on editing and sequencing.

    Project 9: FINAL PROJECT. Develop a portfolio consisting of a Photo Story/Photo Essay on any theme/topic related to the Millennium Development Goals. Select and submit 20-30 images (in large JPEG format) with an introductory texts and individual captions (in .doc file) and a multimedia package of the story (incorporating short videos, audio of interviews or narrations or voice overs). A reflection paper to accompany the final project is also required.

17. No class meeting. Continuation of execution of Project 9. E-Mail consultations.

18. Presentation and defense of Final Projects 9. Closing lecture. (Note: The seven pictures to be submitted for the various projects are for a class size of 10 to 15. It may be reduced to five if the class size is between 16 and 25, and to four if the class size is from 26 to 30.)

Methodology

Lectures, discussions, presentations, video showing and critiquing of outputs will aid in the completion of various assignments and projects

Requirements

Access to Digital Single Lens Reflex (DSLR) cameras, various lenses, external light source (flash, LED, etc), tripod, audio recording device if camera is not capable; USB drive

Access to internet; email account; Facebook account; access to computers/laptops with image editing and file management software (Photoshop, Lightroom, Adobe Bridge, etc.)

Students are highly encouraged to keep up with the current news and public affairs. Read local, national and international newspapers and news magazines and check out news publications online.

References

Kobre, Kenneth. *Photojournalism: The Professionals' Approach*. Burlington, MA: Focal Press, 2006. (Selected chapters will be provided, in PDF and JPEG formats)

Fang, Irving. *Computer Story: Tools of Communication.* Rada Press, 1993.
Freeman, Michael. *The Photographer's Story: The Art of Visual Narrative*. East Sussex,

UK: ILEX, 2012.

Golden, Reuel. *Masters of Photography*. London: Carlton Books, 2012.

-----. *Photojournalism: The World's Greatest News Photographs*. London: Carlton Books, 2005.

Kenny, Isabel. *Understanding Visual Literacy*. Manila: Anvil Publishing, 2010.

Lacayo, Richard, and George Russell. *Eyewitness: 150 Years of Photojournalism*. New York: Birmingham, AL: Time/Oxmoor House, 1995.

Marien, Mary Warner. *Photography: A Cultural History*. London: Lawrence King Publishing, 2010.

Rosenblum, Naomi. *A World History of Photography*. New York: Abbeville Press Publishers, 1997.

Time-Life. *Photojournalism*. Nederland: Time-Life Books, 1971.

Online

Becker, Howard S. *Visual Sociology, Documentary Photography, and Photojournalism: It's (Almost) All a Matter of Context.* http://www.csudh.edu/dearhabermas/beckerbk02.htm

British Journal of Photography http://www.bjp-online.com

Irby, Kenneth. *Why Photojournalism Matters*. http://www.poynter.org/uncategorized/3334/why-photojournalism-matters

Magnum Photos http://www.magnumphotos.com

Majority World Photographers' Gallery http://majorityworld.com

Masters of Photography http://www.masters-of-photography.com

Philippine Center for Photojournalism http://pcp.org

Philippine News websites – GMA, ABS-CBN, Interaksyon-TV5, Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Cebu Daily News, Mindanews, etc.

The Big Picture http://www.boston.com/bigpicture

World Press Photo Archives http://www.archive.worldpressphoto.org

Grading System

Grading system is 75 to 100 using the University-standard equivalents.

Each photo assignment receives grades based on technical merits (30% - right camera settings for proper exposure and correct focus, etc.); aesthetic or creative merit (30% - worked on the assignment well, creativity in composition and uniqueness of vision, etc.); content (40% - completion of the specific requirements of the assignment, proper caption according to standards, etc.).

The photo essay project receives a grade, in addition to technical and aesthetic merits of every photographs, based on cohesiveness of the visual narrative. Assignments will also be evaluated according to its suitability for publication whose standards correspond to the industry-wide norm.

Written assignments (research papers, reactions papers, reflection papers) will be graded according to clarity and insightfulness. Ability to answer questions and defend ideas will be considered in the grading of presentations and participations in discussions.

The weights of the assignments/projects, attendance and participation are:

Mid-term Grade:

Project 1 = 15%
Project 2 = 15%
Project 3 = 20%
Project 4 = 20%
Project 5 = 20%
Attendance and participation = 10%

Finals Grade:

Project 6 = 25%
Project 7 = 15%
Project 8 = 15%
Project 9 = 35%
Attendance and participation = 10 %
Term Grade: Mid-term Grade x 0.40 + Finals Grade x 0.60 = 100%

Classroom Policies

Attendance and participation in discussions will be noted and graded. Deadlines are very important. If you can't attend classes, you must submit your assignments on time via email. Late submissions of projects and assignments without acceptable reasons will have a zero grade. Three zero grades will mean an F.

Do not turn in any work that is not yours. Do not set up or stage any shots unless specifically instructed so by the teacher. Any grave infraction will cause a failing grade for the course. Refer to school policies on plagiarism.
q
When you send an email, the subject line should begin with "Course Code" then followed by a peg regarding the concern (Example: Course Code – I am sick, here are my photos for Assignment 2). Messages with incorrect subject line may not get a reply.

Consultation

After classes – within the last 15 minutes of regular schedule, appointment needed before the start of the class

Anytime. Via SMS – expect a reply within 24 hours; indicate Name and Course Code/Number. Via E-Mail – expect a reply within in 72 hours