
MAGAZINE JOURNALISM PRACTICUM in Spring 2019 (CM1850)

Course Code	CM1850	Professor(s)	Marc Feustel
Prerequisites	None	Office Number	
Class Schedule	W: 10:35-13:30 in C-302	Office Hours	By appointment
Credits	2	Email	mfeustel@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

This hands-on course is designed to give you real-world experience of producing a print magazine, the *Peacock*, AUP Student Media's (ASM) magazine. You will learn to research, report, interview, write, fact check, edit, illustrate and lay out magazine pieces (short and long). The focus of the class will be to produce an issue of the *Peacock* by the end of the semester, but students will also be required to produce content for the [Peacock Plume](#) website during the semester. Readings of some leading magazine journalism will be assigned to be analyzed in class. While the course will have a strong writing focus, we will be covering the full range of skills needed to produce a magazine (design and layout, photography and illustration, advertising, editing, teamwork, organization). Class time will be split between (1) teaching, (2) pitching and class discussion (3) content creation and production for the magazine and website. This is a journalism class and therefore the articles produced for both the magazine and the website need to be in line with journalistic ethics, accurate (factually and grammatically), respect copyright, give fair representation and tell a great story!

Students will be assigned specific roles relating to the production of the magazine including Editor in Chief, Deputy Editor, Photo Director and Art Director. Students will be elected to these positions by the ASM Board. Further specific roles will be discussed in class.

Course Learning Outcomes

- gain hands-on experience in magazine journalism
- participate in a team-building experience in magazine production
- learn to develop story ideas and to meet deadlines for both drafts and final work
- gain an understanding of the different types of magazine writing (profiles, features, essays, reviews, opinion pieces, etc.)
- gain experience working on the back end of a website to produce magazine-style stories

General Education

Course Outline

Because this class is focused on the publication of the *Peacock* magazine, I will allow for flexibility in the schedule in order to prioritize the publication of the magazine as needed. All readings will be posted on the class Blackboard (blackboard.aup.edu). Editorial meetings will take place in class each week.

JANUARY

Week I (Jan 21–25): Wednesday 23rd

TOPICS

- Introduction to the syllabus
- Overview of the *Peacock* magazine and website
- Discussion of the purpose and goals of the magazine and of team roles

READINGS

Previous issues of *Peacock* magazine (available on <http://issuu.com/peacockmagazineparis>)

[Jan 27 – last day to drop/add courses online]

Week II (Jan 28–Feb 1): Wednesday 30th

TOPICS

- Pitching story ideas and creating posts
- Create Trello accounts, run through Peacock CMS, Office 365 Groups, create bylines
- How to search for images and respect copyright
- Peacock style guide

READINGS

Richard Morgan, "[Seven Years as a Freelance Writer](#)," *The Awl* (August 2, 2010)
Alan Rusbridger, "[Who Broke the News?](#)" *The Guardian* (August 31, 2018)

[Jan 30 – Open ASM Board meeting 4.55-6.15 p.m. in C-302. This meeting will give you the chance to see how the ASM Board works and to meet other students involved in ASM. Please attend if your schedule allows]

FEBRUARY

Week III (Feb 4–8): Wednesday 6th

TOPICS

- Overview of different types of magazine writing (features, profiles, investigative, immersion journalism, essay, shorts, etc.)
- What makes a good magazine story
- Story ideas and where to find them
- Defining an angle

READINGS

Kathryn Schulz, "[The Really Big One](#)," *New Yorker* (July 20, 2015)

Week IV (Feb 11–15): Wednesday 13th

TOPICS

- Roles of the editor and publisher
- How to edit other peoples' work

READINGS

Jill Lepore, "[Untimely](#)," *The New Yorker* (April 19, 2010)

Week V (Feb 18–22): Wednesday 20th

TOPICS

- Research
- Reporting and interview techniques

READINGS

“[James Baldwin: How to Cool It](#),” *Esquire* (July 1968)

Rachel Kaadzi Ghansah, “[Her Eyes Were Watching the Stars](#),” *Elle* (May 15, 2017)

Week VI (Feb 25–Mar 1): Wednesday 27th

TOPICS

- Headlines, deks, ledes
- Storytelling: narrative structure, using quotes, anecdotes, details and imagery
- Tone and voice

READINGS

Elizabeth Weil, “[Alone at Sea](#),” *New York Times Magazine* (March 22, 2018)

Claire Blechman, “[A Guy Walks into a News Cycle](#),” *McSweeney's*

MARCH

SPRING BREAK (Mar 4–15)

Week VII (Mar 4–8): Wednesday 6th

NO CLASS

Week VIII (Mar 11–15): Wednesday 13th

NO CLASS

Week IX (Mar 18–22): Wednesday 20th

TOPICS

- How to illustrate a story
- Picture editing

READINGS

Sarah Maslin Nir, "[The Price of Nice Nails](#)," *New York Times* (May 7, 2015)

[Mar 22nd, Mid-semester grades due]

Week X (Mar 25–29): Wednesday 27th

TOPICS

- Design and layout
- Art (photographs, illustrations, graphics)
- Covers

APRIL

Week XI (Apr 1–5): Wednesday 3rd

TOPICS

- Copy-editing, proofreading
- Fact-checking

READINGS

Ullrich Fichtner, "[DER SPIEGEL Reveals Internal Fraud](#)," *Spiegel Online* (December 20, 2018)

[Apr 5th - Last day to withdraw from the course, or to choose CR/NC grading option]

Week XII (Apr 8–12): Wednesday 10th

TOPICS

- Production week

Week XIII (Apr 15–19): Wednesday 17th

TOPICS

-
- Magazines and social media

READINGS

Emily Bell, "[Facebook is Eating the World](#)," *Columbia Journalism Review* (March 7, 2016)

Week XIV (Apr 22–26): Wednesday 24th

TOPICS

- Magazines on the web
- Multimedia long form journalism

READINGS

Flavia Krause-Jackson, Adrian Leung and John Fraher, "[The Pessimist's Guide to 2028?—?Bloomberg News](#)," *Bloomberg* (December 18, 2017)

Week XV (Apr 29–May 3): Wednesday 1st

NO CLASS [Public holiday]

MAY

Week XVI (May 6–10): Wednesday 8th

TOPICS

Wrap-up class

READINGS

The Spring 2019 issue of the *Peacock*

May 8th, last day of classes

May 9–12, reading days

May 13–17, final exams

Note: as this class is a workshop, there will be no final exam

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Participation: 25% of final grade

You will be graded on attendance and active contribution to class discussions, editorial

meetings and teamwork. This includes doing the assigned readings which will be discussed in class.

Assignments: 75% of final grade

Online articles: 30% of final grade (10% for each article)

Each student is to contribute 4 pieces to the *Peacock* website during the course of the semester (3 of which will be graded). These assignments will be scheduled specifically for each student so as to ensure a constant flow of content for the site. Students will be required to contribute to more than 1 of the category areas on the Peacock website.

Final project: 45% of final grade

Your final grade will depend principally on your contributions to the issue of the Peacock magazine that your class produces. As students will have different roles for the magazine, they will be assessed specifically according to their role.

Most students will be producing one feature-length piece for the magazine or multiple shorter pieces for the magazine. Specific grading criteria for written assignments will be discussed further during class time.

Students with specific roles (editorial, layout, art, copy-editing) will receive a grade based on their role as well as for written contributions to the magazine.

Deadlines

Deadlines are essential in journalism. Assignments will be handed out during class with specific deadlines. **Late assignments (either draft or final) will be penalized a full letter grade.**

Academic integrity and plagiarism

Students are expected to observe American University of Paris policies and procedures regarding academic integrity and plagiarism as follows:

Failure to acknowledge the sources and authors of all borrowed, quoted, copied or paraphrased material (in any format) constitutes a serious violation of academic integrity. All use of, or references to, the work or ideas of others (including books, research, opinions, statistics, Web/Internet content, electronic communications), whether published or unpublished, must be correctly cited. Plagiarism includes the use or submission of someone else's work as one's own work. It is considered theft and is unacceptable practice at AUP. Plagiarism can take the following forms:

- Submitting research, papers, assignments, quizzes or examinations produced by another as one's own;
- Submitting purchased material, such as a term paper, for coursework or credit;

-
- Restating or paraphrasing works without acknowledging or correctly citing the source(s);
 - Copying any portion of work belonging to another, without proper citation.

No mid-terms or final exam.

Other
