

Reed Magazine Section 01

ENGL 133

Fall 2024 4 Unit(s) 08/21/2024 to 12/09/2024 Modified 08/20/2024

Contact Information

Class Time: 9:30am-12:15pm Friday

Classroom: [Sweeney Hall 229. \(https://www.sjsu.edu/map/\)](https://www.sjsu.edu/map/)

Instructor: Brook McClurg

Email: brook.mcclurg@sjsu.edu

Office: [FOB114] and via Zoom for Fall 2024

Office Hours: 4-6pm Tuesday (via Zoom), 12:15-1:30 Friday (in person) and by appointment

Course Description and Requisites

Student-edited and managed literary magazine. Contents selected from local, national and international submissions. Students urged to work on the magazine for the two semesters required for publication. Open to all majors. May be repeated once for credit.

Prerequisite: Upper division standing.

Letter Graded

Classroom Protocols

During class time, laptop use should be limited to Reed business, which, with our current editorial mission, does not include scrolling through TikTok. Please avoid the distractions of your cell phone, especially during the lecture portion of class; it is considered bad form to ignore your instructor or your classmates while they are presenting. You are expected to treat your colleagues with the respectful, professional behavior worthy of the staff of a 158-year-old publication.

The following link contains university-wide policy information relevant to all courses, such as academic integrity, accommodation, etc. <http://www.sjsu.edu/gup/syllabusinfo/> (<http://www.sjsu.edu/gup/syllabusinfo/>).

Program Information

The following statement has been adopted by the Department of English for inclusion in all syllabi: In English Department Courses, instructors will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The Department of English reaffirms its commitment to the differential grading scale as defined in the SJSU Catalog ("The Grading System").

Grades issued must represent a full range of student performance:

- A = excellent;
- B = above average;
- C = average;
- D = below average;
- F = failure.

Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a +(plus) or -(minus) grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

Program Learning Outcomes (PLO)

Upon successful completion of an undergraduate degree program in the Department of English and Comparative Literature, students will be able to:

1. Read closely in a variety of forms, styles, structures, and modes, and articulate the value of close reading in the study of literature, creative writing, or rhetoric.
2. Show familiarity with major literary works, genres, periods, and critical approaches to British, American, and World Literature.
3. Write clearly, effectively, and creatively, and adjust writing style appropriately to the content, the context, and nature of the subject.
4. Develop and carry out research projects, and locate, evaluate, organize, and incorporate information effectively.
5. Articulate the relations among culture, history, and texts, including structures of power.

Department Information:

Department Name: English and Comparative Literature

Department Office: FO 102

Department Website: www.sjsu.edu/english (<https://www.sjsu.edu/english>)

Department email: english@sjsu.edu (<mailto:english@sjsu.edu>)

Course Goals

- Understanding of the process required to produce a periodical publication
- Ability to organize tasks around deadlines
- Ability to read and evaluate submissions as editors
- Exchange of ideas with faculty and fellow students in a classroom, in office visits, and in shared events
- and activities on and off campus, including online environments

COURSE DESCRIPTION

This course is a two-semester sequence in which students produce this year's issue of Reed Magazine, the San José State literary journal. Students perform all editorial duties, including reading submissions, selling advertising, designing the layout, promoting the issue, and distributing the finished product. Previous experience editing a literary magazine (i.e., in high school or at another college) is not required but is certainly an asset.

Course Learning Outcomes (CLOs)

4-UNIT COURSE WORKLOAD

Because this is a 4-unit course, students can expect to spend a minimum of 12 hours per week preparing for and attending class and completing course assignments. This course has integrated into the syllabus the following 1-unit enhancement: increased course content and/or collateral readings.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with one of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Course Materials

REQUIRED TEXTS AND SUPPLIES

- **Reed Issue 157:** You are required to read the most recent issue of Reed Magazine: Issue 157. Complimentary copies will be distributed in class. You can also request an ebook version.
- An earlier edition of Reed Magazine as determined in consultation with the director of our archives department. You will read and deliver a presentation on your assigned issue (see details in Assignments).
- **Laptop or desktop computer:** Most of Reed's business is conducted online. You may use your own laptop or make use during class of devices in our classroom, Sweeney 229.
- Much of the journal's business is conducted online: fall semester, we rely mostly on Submittable (<https://www.submittable.com/> (https://www.submittable.com)), a cloud-based online platform used

by thousands of publishers and organizations. We also use Canvas, Google Suite, and on occasion Dropbox.

Please note that all correspondence and access to shared course documents and resources must be conducted with your SJSU email address only.

Course Requirements and Assignments

COURSE REQUIREMENTS AND GRADING

This course requires both independent and group work. Assignments are graded on quality and thoroughness, taking into account that group work rarely reflects equal effort by all members of the group. The mantra of each team member should be “I will keep my commitments.” Entrepreneurial spirit is greatly appreciated and will be rewarded. In other words, it is your responsibility in this course to find opportunities to make yourself useful and to come up with creative solutions to problems.

Prompt and efficient communication with the instructor, your teammates, and other teams is essential, and for this reason it is highly rated in your overall grade. **Reed staff must use their sjsu.edu email addresses for all work-related correspondence.** You are required to check this email each weekday and reply promptly, even if it is just to say, “I received your email and I’m working on it.” Communication is vital in a deadline-driven enterprise such as ours.

Participation in class discussions and activities is also important, as your ideas contribute to the shape of the magazine. Overall, your grade will be based on your commitment to the successful publication of Reed. If at any point in the semester you would like to discuss your performance in the course, please see me during office hours.

IMPORTANT NOTE

It is helpful to think of this course as a job to which you have commitments and obligations within a highly interdependent team structure. Senior editors and department directors will establish requirements and expectations aimed at meeting deadlines and achieving predetermined goals. Each team member has the duty to abide these directions and participate in activities as assigned.

Thus, a vital aspect of this course is learning how to manage and schedule the different aspects of a project. It is extremely important to keep your commitments to your team and to the class in order to produce our magazine on schedule. For this reason, deadlines are extremely important.

Please note that no unexcused late work will be accepted. If you cannot make a deadline, you must contact me BEFORE THE DUE DATE.

GROUP WORK

Our primary mission for the fall semester is to curate content for the book we will devote spring semester to producing. Leadership positions are usually given to graduate students or to those with relevant experience. NB: the faculty advisor reserves the right to revise membership in any of the teams as needed.

TEAMS

Editorial - Each student serves on an editorial team for the fall semester: Fiction, Nonfiction, Poetry, or Art.

Production Teams - Each student selects a production team on which to serve for the whole year. Production comes to the fore spring semester.

The faculty advisor endeavors to honor students' first- or second-choice of positions but reserves the right to assign members to teams as needed.

Copyediting & Proofreading (5)

Duties include: Copyedit all accepted content and work with authors to approve changes. Provide the second (and third and fourth) set of eyes, reviewing layout before it goes to print

Community Outreach (3)

Duties include: Research new opportunities to bring Reed into the community, e.g. into high schools and community college classrooms

Coordinate with other regional arts organizations to promote Reed

Design & Layout (5)

Duties include: Design the cover for the next issue

Layout magazine in Adobe InDesign, an industry-standard software package for desktop publishing

Important qualifications are computer skills, attention to detail, and ability to work on deadline.

Be advised this is one of the most demanding—but ultimately rewarding—jobs on the magazine.

Marketing & Promotion (5)

Duties include: Advertise submission deadlines

Grow the number of applicants to our contests to generate revenue Prepare for the

Create all advertising and publicity related to the launch of Reed Make sure all messaging stays on target for the Reed brand.

Plan the gala launch party.

Social Media (3)

Develop monthly newsletter, manage promotional campaigns and schedule (Twitter, Instagram, Facebook, others)

Sales & Distribution (4)

Duties include: Staff sales tables at Center for Literary Arts readings and other local literary events Fulfill mail and online orders as they come in

Become familiar with the benefits local businesses enjoy by advertising in Reed (the sales pitch) Contact ad sales leads, in person or on the phone

Work with advertisers on text and graphics for their ads (in conjunction with the Design Team) Contact

bookstores (chains, independents, college and university bookstores, etc.) and secure commitments for carrying Reed

Distribute copies of the magazine to all outlets that agree to carry it

Web Management (3)

Duties include: Update

Publish web-only content

Expand Reed's electronic reach

Create a digital version of the journal for tablets

INDIVIDUAL ASSIGNMENTS

Marketing Project—One of our goals is to spread the Reed legacy far and wide: to this end each student will, in consultation with the managing editor and the marketing team, contribute to an existing promotional initiative. You will submit for credit a proposal that includes an overview of this initiative and your intended contribution to it. **Most importantly, you will execute this plan by semester's end.** At that time, you will submit a two-page report that describes and documents the success of your project; therefore, from the beginning, build into your plan a method for documenting your progress. You may solicit help from others to implement your plan, but you are solely responsible for its success. Choose something that is manageable to accomplish within the framework of the semester. (NB: Reed Magazine does not provide funding to cover any costs to implement this marketing assignment.)

Special Report

- Reed Magazine Archive – Reed Magazine Archive Report – To help build institutional intelligence about the 157-year history of Reed Magazine, you may choose to explore a specific archived issue of the journal (selected in coordination with the editor of Reed Archivist Society). In addition to updating the database, you will compile a written report, which you will submit to Canvas for course credit, describing that edition's style (layout, design, organization) and content (the substance of the writing in the journal). Your report should compare and contrast the historic edition with the most recent issue of Reed, Issue 154, making sure to highlight any qualities future issues and the edition now in production should emulate. How does the older issue compare to more contemporary editions, especially Issue 157?
- Reed Operations Manual – Given the long history of Reed Magazine, it's fair to think of our team as temporary stewards of the journal. In fact, as only a few students remain on staff for more than one year, each issue is produced by a largely unique group. This yearly turnover leaves each new staff a steep learning curve. To smooth these annual transitions, the Issue 158 team will continue to modernize and revise the Reed Operations Manual. The work involves defining job descriptions and documenting internal processes, workflow protocols, and team interdependencies, among other duties. This project offers team members clearly transferable professional experience relevant to many, many industries. Students maintain the master document and submit a report documenting their contributions to this ongoing project.

- **Campus Literary Event** — As you can see from the course schedule below, campus in the weeks ahead is replete with events featuring authors, performers, and speakers. Plan to attend at least two of these occasions—one must be a CLA-sponsored event—and write a two-page report to submit by semester’s end.

Final grades are determined by the following (assignment details above):

- Participation and effort on editorial and production team projects: 60%
- Class participation and communication, including Canvas assignments: 15%
- Archive report or Reed User Manual report: 10%
- Marketing Project: 15%

University Policies

Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule

| Week | Date | |
|------|------|--|
| 1 | 8/23 | |
| | | -Introductions -Syllabus/Structure of this course -Read and analyze issue 157 -Assignment: Editorial Team Application Due by 8/23 -Initial team meetings. Establish protocols. |
| 2 | 8/30 | |

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| | | <p>Reading: Read and analyze issue 157, Submissions</p> <p>Due 8/29: Discussion post 1 - Who are you and why are you here?</p> <p>Due 8/31: Discussion post 2: Analysis of Art</p> <p>Copyediting challenge</p> <p>Establishing team protocols cont. (e.g. Each piece will be read by two people in initial round.)</p> |
| 3 | 9/06 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Read and analyze issue 157, Submissions</p> <p>Due 9/07: Discussion post 3 - Analysis of Fiction and Poetry</p> <p>Thursday 9/12 Gala 5-7:30pm</p> |
| 4 | 9/13 | Gala Week |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Due 9/12: Discussion post 4 - Analysis of Nonfiction and Profiles</p> |
| 5 | 9/20 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Report on Reed Magazine</p> |

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| 6 | 9/27 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Discussion post 5: Analysis of Reed Website</p> |
| 7 | 10/04 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> |
| 8 | 10/11 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> |
| 9 | 10/18 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> |
| 10 | 10/25 | |
| | | <p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Archive Project Report Due 10/24 11:59pm</p> |
| 11 | 11/01 | |

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| | | Discussion: Weekly update/planning meeting. Reading: Submissions |
| 12 | 11/08 | |
| | | Discussion: Weekly update/planning meeting. Reading: Submissions |
| 13 | 11/15 | |
| | | Discussion: Weekly update/planning meeting. Reading: Submissions Report: Marketing Project due by 11/14 11:59pm. |
| 14 | 11/22 | |
| | | Discussion: Weekly update/planning meeting. Reading: Submissions |
| 15 | 11/29 | |
| | | No Class due to Thanksgiving |
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| 16 | 12/06 | |

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| | <p>Discussion post 6: Fall 2024 Concluding Reflection</p> |
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| | <p>Editorial Team Reports Due 12/05 by 11:59pm.</p> |
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| | <p>Operations Manual Updates (if there are any)</p> |
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| | <p>-Class Celebration and work as needed.</p> |
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