

Reed Magazine Section 01

ENGL 133

Fall 2023 4 Unit(s) 08/21/2023 to 12/06/2023 Modified 08/28/2023

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, per 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 157-year-old publication.

UNIVERSITY POLICIES

The following link contains university-wide policy information relevant to all courses, such as academic integrity, accommodation, etc. <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>)

Department phone number: 408-924-4425

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

- **Reed Magazine, Issue 156:** You are required to read the most recent edition of *Reed Magazine*: Issue 156. Complimentary copies will be distributed in class. You can also read the ebook version [here](https://drive.google.com/file/d/1X5UidTKli773xvXLN2kmQUEJahJolEZ9/view?usp=drive_link) (https://drive.google.com/file/d/1X5UidTKli773xvXLN2kmQUEJahJolEZ9/view?usp=drive_link).
- An earlier edition of Reed Magazine as determined in consultation with the director of the Reed Magazine Archivist Society. You will help prepare your assigned edition for digitization and uploading to the ScholarWorks database, in coordination with SJSU librarians (see details in Assignments).
- **Laptop or desktop computer:** If you need access to a laptop, please contact the instructor directly or inquire at [Student Computing Services](https://library.sjsu.edu/student-computing-services/lending-policies) (<https://library.sjsu.edu/student-computing-services/lending-policies>) at [MLK Library](https://library.sjsu.edu/) (<https://library.sjsu.edu/>). Laptops in our classroom, [Sweeney Hall 229](https://www.sjsu.edu/map/) (<https://www.sjsu.edu/map/>), are available for use during class.
- 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

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.**

Participation in class discussions and activities is important, as your ideas contribute to the shape of the magazine. Overall, your grade is 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.

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 Teams: Fall semester, each student serves on an editorial team for the fall semester: Fiction, Nonfiction, Poetry, or Art. A team will also be formed for our Emerging Voices contest.

Production Teams: Each student selects a production team on which to serve for the whole year. Most production duties come more to the fore in spring semester.

***NB:** 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)

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

Oversee proofreading cycles

- Design & Layout (5)

Design cover, splash pages, templates for printed journal

Lay out 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: General (4)

Advertise submission deadlines

Grow the number of applicants to our contests to generate revenue

Create all advertising and manage publicity related to the launch

Make sure all messaging stays on target for the Reed brand

Plan launch gala (fall 2023)

- Social Media (3)

Develop monthly newsletter

Manage promotional campaigns and schedule for Twitter, Instagram, Facebook, others

- Community Outreach (2)

Research opportunities to expand Reed on campus, in high schools, community colleges

Coordinate with other regional arts organizations to promote Reed

Support sales and distribution team with tabling and other activities

- Sales & Distribution (4)

Staff sales tables at CLA readings and other local literary events

Fulfill mail and online orders as they come in

Develop sales pitches for selling ads to local businesses and contact ad sales leads

Work with Design to develop text and graphics for advertisers

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

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

- Web Mangement (2).

Update www.reedmag.org

Publish web exclusives

Expand journal's electronic reach

Create ebook

Help manage mailing list

ASSIGNMENTS

TEAM ASSIGNMENT

Reed Operations Manual Update – Given the long history of *Reed Magazine*, it's fair to think of the Issue 157 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 157 team will continue to modernize and revise the [Reed Magazine Operations Manual](https://www.dropbox.com/scl/fo/8ww0zgs6frp6lc3o6tgx9/h?dl=0&rlkey=uk2djvve73o1juzjwpkamclhn) (<https://www.dropbox.com/scl/fo/8ww0zgs6frp6lc3o6tgx9/h?dl=0&rlkey=uk2djvve73o1juzjwpkamclhn>). The work involves refining 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. Each team maintains its corresponding master document and submits an update documenting their contributions to this ongoing project.

Your report, prepared and submitted as a group project, should include:

revisions to job descriptions: identify and define the regular activities teammates performed in service to your production team; also include specific activities performed in service to unique projects or short- or long-term objectives (such as redesigning the logo, developing procedures for ongoing outreach efforts, etc.).

an analysis of which activities and processes worked effectively on your team or in your job and how future Reed teams might improve upon them.

advice or recommendations for the persons who succeed you in this role.

These updates should be copyedited, proofread, and integrated into the *Reed Magazine Operations Manual*, which will be deployed next semester to support the team of *Reed Magazine*, Issue 158.

INDIVIDUAL ASSIGNMENTS

Reed Magazine Archive Project – For this assignment, you will contribute to our ambitious plan to digitize and preserve the entire 156-year archive of *Reed Magazine*! Over the last few years, Reed teams have explored our publication legacy and created a database of writers, editors, stories, and other data characterizing each edition. Now, working in conjunction with MLK librarians and under the leadership of the *Reed* Archive Director, the Issue 157 team will begin the digitization process, scanning pages and providing the corresponding metadata to include *Reed Magazine* in the [SJSU ScholarWorks](https://scholarworks.sjsu.edu/) (<https://scholarworks.sjsu.edu/>) database.

Production Team Report – Our goal is to spread the Reed legacy far and wide, to further the Reed brand and serve the Reed mission. To this end students work with their team directors to contribute to an existing promotional or media initiative, as assigned:

- *In the Reeds* podcast
- *Reed Magazine* newsletter
- @ReedMagazine social media accounts ([Twitter \(https://twitter.com/reedmagazine\)](https://twitter.com/reedmagazine), [Instagram \(https://www.instagram.com/reedmagazine/\)](https://www.instagram.com/reedmagazine/), [Facebook \(https://www.facebook.com/ReedMagazine/\)](https://www.facebook.com/ReedMagazine/))
- Marketing, sales, and outreach activities
- *Reed Magazine* [website \(https://sjsu.campusconcourse.com/reedmag.org\)](https://sjsu.campusconcourse.com/reedmag.org), reedmag.org
- Promotional projects (fundraising support, video and/or presentation development, etc.)

Use this assignment to briefly describe in a report of no more than two pages your contribution to the promotional campaign and/or production team you have been supporting throughout the semester. Be sure to note specifically how the *Reed Magazine* Operations Manual should be updated to benefit future *Reed Magazine* production teams, as each team will review and update this document accordingly (see Operations Manual Update assignment, below).

Campus Literary Event – Campus in the weeks ahead is replete with events featuring authors, performers, and speakers (see this year's [reading series program](#) at the Center for Literary Arts of San José). Plan to attend at least one of these occasions and write a two-page report to submit by semester's end.

Discussion Posts and Self-Performance Analysis – Four discussion post assignments peppered throughout the semester help build team unity and foster the exchange of ideas; a self-performance analysis allows you to reflect on your own experience as a student editor, member of a production team, and contributor to a historic publication.

GRADES

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 project: 10%
- Production Team Report: 10%
- Operations Manual Update: 5%

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

[FA23.SJSU.ENGL133.REED.CourseSchedule.Meservey](https://drive.google.com/file/d/1bVDC6s0E_rH0cE0MgDFDwafYZFW2-SoB/view?usp=sharing)
(https://drive.google.com/file/d/1bVDC6s0E_rH0cE0MgDFDwafYZFW2-SoB/view?usp=sharing).