

Reporting/Journalism 3120-001

Spring 2012

9:40 to 11:05 a.m./Tuesday-Thursday/Meeman 212

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COURSE REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Gathering news using basic journalistic tools and techniques. Writing assignments will take place in lab and field.

PREREQUISITE:

Media Writing, Journalism 2121

REQUIRED MATERIALS:

- Briggs, Mark *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (CQ Press, 2010)
- *The Associated Press Stylebook and Briefing on Media Law*, (New York: Basic Books, 2009). Students should have this from Media Writing. No need to buy an updated version.
- Regular access to a laptop computer, smart phone or a desktop computer. Students cannot rely on using university computer labs. Journalists today need to be in constant contact with the World Wide Web.
- A digital camera or some device that allows students to take digital photographs. A device that allows students to digitally record sound is also needed. Note: Video cameras are available for check out in the journalism office, 300 Meeman.
- Kessler, Lauren and McDonald Duncan *When Words Collide: A Media Writer's Guide to Grammar and Style* (Thomson-Wadsworth, 2001). Students should have this from Media Writing. No need to buy an updated version.

CLASSROOM FORMAT:

- Attendance and participation in this course is vital. Also, class time is valuable for discussion about issues and upcoming projects. Please contact the instructor in advance if there is an expected absence. The class meets on Mondays and Wednesdays, but there will also be a mandatory live reporting class on Saturday, Sept. 17. If you are unable to participate that day, please see the instructor at the start of the semester.
- Quizzes will be given on the assigned readings. The course readings will be posted on the ecourseware site. There will be no opportunities to make up a missed quiz, but there will be a bonus quiz at the end of the semester.
- Assignments will be due each week. All assignments will be submitted to the ecourseware dropbox. Assignments will be accepted late with a one letter grade per class period penalty. It means if an assignment is due on Monday, it can be turned in the following Monday with only a one letter grade penalty. No assignment will be accepted after 10 class periods have passed. The assignments:

- 1 – Story ideas.
- 2 – Setting up a beat blog.
- 3 – Live reporting.
- 4 – Basic News Article.
- 5 – Photo slideshow.
- 6 – Re-write of basic news article.
- 7 – News Video.
- 8 - Scavenger Hunt.
- 9 – In-depth news article.
- 10 – Audio Podcast.
- 11 – Re-write of in-depth news article.
- 12 – Social media project.

- A final project will be due on Dec. 1. The final project will be a multi-media news article focusing on some issue of general interest to people in Memphis. This project is designed to be something that can be updated and kept fresh for future use.

GRADING:

Attendance	30
Quizzes (10 quizzes at 10 points)	100
Assignments (12 assignments at 20 points)	240
Final project	130
Total	500

- A – 465 to 500
- A- 450 to 464
- B + 435 to 449
- B 415 to 434
- B- 400 to 414
- C+ 385 to 399
- C 365 to 384
- C- 350 to 364
- D+ 335 to 349
- D 315 to 334
- D- 300 to 314

TENTATIVE TIMETABLE

Date	Topic	Quiz	Due this class
Week 1	Introduction		
	Story ideas		Assignment 1 – Story Ideas
Week 2	Beat blogs and online portfolio sites	Quiz 1	
	Multi-media tools		Assignment 2

			– Setting up a Beat Blog
Week 3	Elements of news in any medium	Quiz 2	
	Basic news article formats		Assignment 3 – Live Reporting
Week 4	Photography basics	Quiz 3	
	Instructor Out – No Class		Assignment 4 – Basic News Article
Week 5	Reporting news on the World Wide Web	Quiz 4	
	Using links to enhance reporting		Assignment 5 – Photo Slideshow
Week 6	How to take editing	Quiz 5	
	News video basics		Assignment 6 – Re-write Basic News Article
Week 7	More on news videos	Quiz 6	
	No class		
Week 8	Spring Break – No Class		
	Search engine optimization		Assignment 7 – News Video
Week 9	Marketing the news	Quiz 7	
	In-Depth News Reporting		Assignment 8 – Scavenger Hunt
Week 10	Reporting issues and trends	Quiz 8	
	Audio Podcast		Assignment 9 – In-Depth News Article
Week 11	Avoiding plagiarism and fabrication	Quiz 9	

	Accuracy and fact checking		Assignment 10 – Audio Podcast
Week 12	Using online services and databases	Quiz 10	
	Using social media		Assignment 11 – Re-Write of In-depth News Article
Week 13	Sensitivity and taste		
	Thanksgiving holiday – no class		
Week 14	Legal issues	Bonus Quiz	Assignment 12 – Social Media
	Student presentations		Final Project
Week 15	Student presentations		

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR REPORTING:

- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power and to assemble and petition for redress and grievances.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Students will become better informed about local and world events.

- Students will improve grammar, punctuation, word usage and AP style knowledge.
- Students will learn to identify and develop multi-sourced, issue stories.
- Students will become more confident interviewers and more skilled at identifying experts for stories.
- Students will learn to background stories through various forms of research.
- Students will improve their writing skills.
- Students will learn to balance views in a story and to achieve fairness and accuracy.
- Students will learn to use multi-platform reporting tools to gather news, including video, digital photography, social media and blogs.
- Students will learn to monitor developments and cover a beat.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Occasional quiz on current events.
- Students will learn to develop multi-source stories through the writing of individual stories.
- Students will identify and interview experts appropriate for each story.
- Students must learn to gain background through research background interviews and Internet searches.
- Students will critique the writings of other students and will critique all stories weekly with suggestions for improving.
- Students will turn in phone numbers or email addresses of all sources used for accuracy checks by the instructor.
- Students complete assignments that require them to utilize multiple media, including video etc.
- Students will be responsible for monitoring events and issues on their beat and developing stories on the beat.
- Course will culminate in final project involving students publishing content online on a blog.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR REPORTING:

- Students will be urged to interview sources to fulfill the watchdog role as part of covering a beat.
- Students will learn about databases they can use for statistics for stories and will complete an assignment using these databases to find specific facts and information.
- Students will post stories along with photographs and graphics online.
- Students will learn about the importance of verification, attribution and accuracy in all completed projects.
- Students will come up with their own story ideas to cover a beat.
- Students will complete numerous written assignments that will be published. They will be asked to learn the basics of audience analysis and online metrics.
- Students will complete numerous assignments requiring writing. They will submit drafts and make changes based on instructor feedback. They will present final projects to the class.
- Students will produce blogs covering a beat utilizing video cameras, digital cameras, online blog sites, social media and other technologies vital to today's journalism.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your

professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You

may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.