

**Media Writing/Editing**

JOUR7000-001, M50

Fall 2017

5:30 to 8:30 p.m. Thursdays

202 Meeman and on the World Wide Web via Blue Jeans

Dr. Thomas J. Hrach

308 Meeman

Office Hours: 9:30 to noon Tuesdays; 1 to 3:30 p.m. Fridays

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Information gathering, writing, and editing skills necessary for any field within journalism and mass communication through lectures, discussions, and exercises that meld theory to technique; both laboratory writing and field assignments.

**PREREQUISITE:**

None

**TEXTBOOKS:**

- *The Associated Press Stylebook* (any edition will suffice but the later the better).
- George T. Arnold, *The Media Writer's Handbook* (any edition will suffice but the 5<sup>th</sup> edition is best).

**HYBRID CLASSROOM FORMAT:**

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- This course meets each Thursday 5:30 to 8:30 p.m. Online students are expected to be logged in and ready to discuss and work during the class period. Also, students should be prepared to access the course website during class hours.
- A link will be sent to all students directing them to the online classroom. It is also on the course website at <https://elearn.memphis.edu/>
- All course materials will be available on the course website as well.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

## **ASSIGNMENTS:**

- Weekly writing assignments. Each student will complete a weekly writing assignment, some of which will be news articles. The articles should be newsworthy, well written and in the proper style. They should be placed in the course Web site's dropbox. Assignments will be reduced one letter grade for each class period it is late.
  1. A news story about yourself. Due Sept. 7
  2. Story ideas and list of questions for three sources. Due Sept. 14.
  3. General news story. Due Sept. 21.
  4. Re-write of general news story. Due Sept. 28.
  5. Identifying the need for attribution. Due Oct. 5.
  6. Q-A interview. Due Oct. 12.
  7. Event coverage story. Due Oct. 19.
  8. Re-write the event story. Due Oct. 26.
  9. Online news story. Due Nov. Nov. 2.
  10. News release story. Due Nov. 9.
  11. Feature story. Due Nov. 16.
  12. Re-write feature story. Due Nov. 23.
- AP Style-grammar quizzes. Students will take weekly quizzes on sections of the AP Stylebook. Students will know in advance what sections of the AP Style book will be covered. There will also be some general grammar stuff from the Media Writer's Handbook and some general basic factual stuff to be corrected as well. If a student misses class the day of a quiz, it cannot be made up. There will be a bonus quiz at the end of the semester.
- Final writing assignment. The course will culminate in a final news article that combines the skills learned throughout the semester. The length of this final assignment will be longer than the previous assignments, and the topic will also be approved in advance. Assignments are reduced one letter grade for each day it is late. It is due on Dec. 7.
- Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Dates for the colloquia are: Friday, Sept. 22, Friday, Oct. 20 and Friday, Nov. 17. All at are Noon in 212 MJ. Those who cannot attend will receive instructions about remote viewing from your instructor. Students enrolled in more than one course (JRSM 7000, 7015, 7050, 7100, and 7330) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JRSM 7050, a student should reflect on theories, while for 7330, a student should reflect on the use of social media. There will be extra credit for students who write more than one paper.
- Online portfolio sites. Students are required to have an online site that catalogs their work in the course and also includes a resume, about me page, social media and contact information. Assignments will be posted when completed, and the online sites must be completed by Dec. 7.

**GRADING:**

|   |            |
|---|------------|
| Weekly writing assignments (12 assignments at 20 points each) | 240 points |
| AP Style Quizzes (10 quizzes at 20 points each)               | 200 points |
| Final Writing assignment                                      | 60 points  |
| Research colloquium   | 50 points  |
| Online portfolio site   | 50 points  |
| <br>  |            |
| Total   | 600 points |

**GRADING SCALE:**

- 540- 600 A
- 480 to 539 B
- 420 to 479 C
- 360 to 419 D
- 0 to 359 F

## TENTATIVE TIMETABLE FOR MEDIA WRITING/EDITING

| Date               | Topic  | Media Writer's Handbook/AP Stylebook | Due in Class                                     |
|--------------------|--|--------------------------------------|--|
| Week 1<br>Aug. 31  | Introduction to writing news; Clarity/Conciseness, grammar, spelling, punctuation. |                                      |  |
| Week 2<br>Sept. 7  | News judgment and how to define newsworthiness.                                    | Chapters 1-2-3<br>A-B                | Writing Assignment 1<br>AP Style Quiz 1          |
| Week 3<br>Sept. 14 | Writing leads; structure of a news article   | Chapters 4-5-6<br>C                  | Writing Assignment 2<br>AP Style Quiz 2          |
| Week 4<br>Sept. 21 | Refining story ideas and sources; evaluating info source credibility               | Chapters 7-8-9<br>D-E-F              | Writing Assignment 3<br>AP Style Quiz 3          |
| Week 5<br>Sept. 28 | Quotes and attribution.  | Chapters 10-11-12<br>G-H-I           | Writing Assignment 4                             |
| Week 6<br>Oct. 5   | Interviewing. When and how to use quotations.                                      | Chapters 13-14-15<br>J-K-L-M         | Writing Assignment 5<br>AP Style Quiz 3          |
| Week 7<br>Oct. 12  | More story structures  | Chapters 16-17-18<br>N-O-P           | Writing Assignment 6<br>AP Style Quiz 4          |
| Week 8<br>Oct. 19  | How to write a profile; specialized stories;                                       | Chapters 19-20-21<br>Q-R-S           | Writing Assignment 7                             |
| Week 9<br>Oct. 26  | Public affairs, government reporting and writing                                   | Chapters 22-23-24<br>T-U-V-W         | Writing Assignment 8<br>AP Style Quiz 5          |
| Week 10<br>Nov. 2  | Writing for broadcast<br>Writing for the Web.                                      | Chapters 25-26-27<br>X-Y-Z-Sports    | Writing Assignment 9<br>AP Style Quiz 6          |
| Week 11<br>Nov. 9  | Public relations writing.  | Chapters 28-29-30<br>Social Media    | Writing Assignment 10<br>AP Style Quiz 7         |
| Week 13<br>Nov. 16 | Quick look at the role of editing  |                                      | Writing Assignment 12<br>AP Style Quiz 9         |
| Week 14<br>Nov. 24 | No Class – Thanksgiving break  |                                      |  |
| Week 15<br>Dec. 7  | Libel and copyright laws; Ethical issues   |                                      | AP Style Quiz Bonus<br>Final writing project due |
| Week 16            | Final Exam   |                                      |  |

|         |  |  |  |
|---------|--|--|--|
| Dec. 14 |  |  |  |
|---------|--|--|--|

## NOTES

- All students should save their work.
- All assignments will be deposited in the dropbox on the ecourseware site.
- All quizzes will be conducted and available on the ecourseware site as well.
- All students must have an online portfolio.

## DEPARTMENT POLICIES

### PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**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.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

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

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.