

Media Writing/Editing

JOUR7000-001, M50

Fall 2018

5:30 to 8:30 p.m. Thursdays, Room 202 Meeman and online via Blue Jeans

Professor Candace Justice

210 D Meeman

Office Hours: Tuesdays, 3-4 p.m. Fridays; Wednesdays, 4-6 p.m. and by appointment
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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:

Graduate status

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 5th edition is best).

CLASSROOM FORMAT:

Students will be evaluated on these criteria:

- 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 turned in on paper at the beginning of class or emailed to the professor. Do not place them in the drop box on e-courseware. No assignment will be accepted late.

- Writing Assignments
 1. A news story about yourself. Due Sept. 6
 2. Story ideas for general news story and list of questions for three sources. Due Sept. 13.
 3. Advance story. Due Sept. 20.
 4. Re-write of Advance story. Due Sept. 27.
 5. General News Story Due Oct. 4.
 6. Rewrite of General News Story. Due Oct. 11.
 7. Event coverage story. Due Oct. 18.
 8. Re-write of the event story. Due Oct. 25.
 9. Online news story. Due Nov. 1.
 10. News release story. Due Nov. 8.
 11. Feature story. Due Nov. 15.
 12. Re-write feature story. Due Nov. 22.
 13. Final Writing Assignment. Due Dec. 6 (no class that day, so email assignment to the professor)

- **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 from the Media Writer's Handbook 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.
- **Current Events quizzes** will be given throughout the semester. Dates TBA
- **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. It is due on Dec. 6, but there is no class that night, so stories should be emailed to professor.
- **Research Colloquium.** 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. 21, Friday, Oct. 26 and Friday, Nov. 30. 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 (JOUR 7000, 7015, 7050 and 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 JOUR 7050, a student should reflect on theories, while for 7330, a student should reflect on the use of social media.
- **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 re-write is completed, and the online sites must be completed by Dec. 6.

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.
- 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.

GRADING:

Weekly writing assignments (12 assignments at 20 points each)	240 points
AP Style Quizzes and Current Events quizzes (20 points each)	200 points
Final Writing assignment	60 points
Research colloquium	50 points
Online portfolio site	50 points
Total	600 points

GRADING SCALE:

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

ATTENDANCE AND PARTICIPATION ONLINE:

This course meets from 5:30 to 8:30 p.m. each Thursday of the fall semester. 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. As an online course, it is imperative that students attend each class session, actively participate and engage during the online component.

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.

REPETITION OF COURSES AND COURSEWORK:

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

TENTATIVE TIMETABLE FOR MEDIA WRITING/EDITING

Date	Topic	Media Writer's Handbook/AP Stylebook	Due in Class
Week 1 Aug. 30	Introduction to writing news; Clarity/Conciseness, grammar, spelling, punctuation.		
Week 2 Sept. 6	News judgment and how to define newsworthiness.	Chapters 1-2-3 A-B	Writing Assignment 1 AP Style Quiz 1
Week 3 Sept. 13	Writing leads; structure of a news article; quotes, attribution	Chapters 4-5-6 C	Writing Assignment 2 AP Style Quiz 2
Week 4 Sept. 20	Refining story ideas and sources; evaluating info source credibility	Chapters 7-8-9 D-E-F	Writing Assignment 3 AP Style Quiz 3
Week 5 Sept. 27	Freelance Methods	Chapters 10-11-12 G-H-I	Writing Assignment 4
Week 6 Oct. 4	Interviewing	Chapters 13-14-15 J-K-L-M	Writing Assignment 5 AP Style Quiz 3
Week 7 Oct. 11	Public affairs, government reporting	Chapters 16-17-18 N-O-P	Writing Assignment 6 AP Style Quiz 4
Week 8 Oct. 18	How to write a profile; specialized stories;	Chapters 19-20-21 Q-R-S	Writing Assignment 7
Week 9 Oct. 25	Work on re-write; email to Professor; no class for online or on campus	Chapters 22-23-24 T-U-V-W	Writing Assignment 8 AP Style Quiz 5
Week 10 Nov. 1	Writing for broadcast Writing for the Web.	Chapters 25-26-27 X-Y-Z-Sports	Writing Assignment 9 AP Style Quiz 6
Week 11 Nov. 8	Public relations writing	Chapters 28-29-30 Social Media	Writing Assignment 10 AP Style Quiz 7

Week 13 Nov. 15	Libel and copyright laws; Ethical issues		Writing Assignment 12 AP Style Quiz 9
Week 14 Nov. 22	No Class – Thanksgiving break		
Week 15 Dec. 6	Final news story due by email to professor, no later than 8:30 p.m.		AP Style Quiz Bonus Final writing project due

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.