

Writing for Strategic Media

JRSM 7422-001, M50

Fall 2018

Class time: Thursdays 5:30-8:30 p.m.

Classroom: Meeman 212

Dr. Teri Del Rosso

Office: Meeman 312

Office hours: Tuesdays 11:30-1 p.m.; Wednesdays 2-3:30 p.m.; or by appointment

Phone: 901.678.2852 (o) or 315.552.8359 (c)

Email: t.l.d@memphis.edu

Twitter: @tldelrosso

COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Writing for all aspects of public relations and advertising, with a specific focus on writing for audio/visual and social media platforms, including translating one message across multiple technologies and platforms. Focus will be on writing in an active, engaging voice, which aligns with the organization's mission and profile.

PREREQUISITE:

Graduate status

REQUIRED BOOKS:

- Handley, A., & Chapman, C. C. (2012). *Content rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more) that engage customers and ignite your business*. Hoboken, NJ: John Wiley & Sons.
- Handley, A. (2014). *Everybody writes: Your guide to creating ridiculously good content*. Hoboken, NJ: Wiley.

Additional course readings will be available via eCourseware.

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.

CLASS FORMAT:

This is a graduate seminar with lecture and class discussion. Each week, we will discuss a new topic. Given that this is a graduate class, we are *all* responsible for presenting ideas from the readings or examples from the field, and critically analyzing the week's concepts. Be sure you have read the material BEFORE class and come prepared to discuss it.

For additional policies, approaches, and questions please see the provided Instructor & Class FAQ on eCourseware.

ASSIGNMENTS & GRADING POLICIES:

For additional policies, approaches, and questions please see the provided Instructor & Class FAQ on eCourseware.

GRADING SCALE:

A+= 100-97, A= 96-93, A-=92-90
B= 89-80, B= 86-83, A-=82-80
C= 79-77, A= 76-73, A-=72-70
D= 69-67, A= 66-63, A-=62-60
F = 59 and below

CITATION POLICY:

For this class, we'll use AP style and APA style.

LATE POLICY:

<24 hours late: -10%
24-48 hours late: -20%
>48 hours: Feedback only

EMAILED ASSIGNMENT POLICY:

I will not accept assignments via email unless I *tell* you to email it to me. You will be given three attempts to upload to eCourseware. If you can't upload within three tries then we should talk.

THE WORK**ATTENDANCE AND ENGAGEMENT:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for non-attendance or habitual late arrival. You 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 death in the family.

Your physical (or virtual) body showing up is not the same as *you* showing up. Given that you are graduate students, I expect you to engage with me and your peers. Physically coming to class, but not engaging will result in an average (C) score for engagement and participation.

COURSE ASSIGNMENTS.

Please check out eCourseware for detailed guidelines on each assignment. Deadlines are also listed in the class schedule. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted. All work is due at 11:59 p.m. CT on the assigned Friday, unless otherwise noted.

ADDITIONAL ASSIGNMENT:

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 are from noon to 1 p.m. in Meeman 202, except for the one in September, which will be at 12:45 p.m., cosponsored with the Department of History, and held in Mitchell Hall, Room 200. 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.

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).

Grading Summary

Individual work	50%
<ul style="list-style-type: none">• Reading reflections (5 @ 2% each = 10%)• Cover letter and résumé (5%)• Cleaning Your Copy quiz (5%)• Organizational analysis paper (10%)• White paper (10%)• AP Style Quiz design (5%)• Portfolio (5%)	
Partner/group work	40%
<ul style="list-style-type: none">• Podcast script (10%)• Writing workshop (15%)• Final presentation (15%)	
Engagement & participation	10%
<ul style="list-style-type: none">• Professionalism (e.g., writing emails, showing up on time, etc.)• Engagement (e.g., contributing to class discussion, providing feedback when asked)• Attendance	

THE SCHEDULE.*

Week	Date	Lecture & discussion topic	Deliverable <i>Assignments: due Fridays at 11:59 p.m. Readings: read by 5:30 p.m. (class time)</i>
1	8/30	Course introduction	
2	9/6	Ethics of writing for strategic media	9/7: Cover letter & résumé due
3	9/13	Writing for traditional media	9/14: Reading reflection #1 due
4	9/20	Writing for social media	
5	9/27	The art of editing	9/27: Writing workshop #1
6	10/4	Organizational voice	10/5: Reading reflection #2 due
7	10/11	Finding your voice	10/11: Writing workshop #2
8	10/18	Including diverse voices	10/19: AP Style Quiz due
9	10/25	Writing for audio/visual	10/26: Organization analysis due 10/26: Reading reflection #3 due
10	11/1	Writing with authority and persuasion	11/1: Writing workshop #3
11	11/8	Writing for crisis	11/8: Writing workshop #4
12	11/15	Advocacy, activism, & strategic media	11/16: Podcast due 11/16: Reading reflection #4 due
13	11/22	Thanksgiving	Naps, food, family, fun 11/23: Cleaning Your Copy due**
14	11/29	Work + meet with Teri day	11/30: White paper due 11/30: Reading reflection #5 due

Final exams week	12/13	Finals presentations 5:30-7:30	Final presentations 5:30-7:30—celebration after?! 12/13: Portfolio due (11:59 p.m.) 12/13: Presentation materials due (11:59 p.m.)

*note #1: subject to change (with appropriate notice!)

**note #2: you had the WHOLE semester to do this... don't wait until you're stuffed with turkey/tofurkey!

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. Students are to begin the portfolio in JOUR 2121 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/his 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 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 plan 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.

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 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 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 me 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.