

**Advanced Multimedia Reporting/ JOUR 7350-001, M50**

Spring 2012

5:30-8:30 p.m./ Wednesdays/Online

David Waters

Office Hours by Appointment

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**COURSE REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION:**

Presents a broad view of the work of today’s multimedia journalist and his/her principal tools, language, methods and procedures, as well as responsibilities, practices and ethical considerations. Practical experience in preparing finished news reports suitable for publication or dissemination in professional-level mass medium.

**PREREQUISITE:**

None

**RECOMMENDED READINGS:**

*The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*, by Bill Kovach and Tom Rosenstiel (Three Rivers Press, 2007).

*Journalistic Writing: Building the Skills, Honing the Craft*, by Robert M. Knight (Marion Street Press, 2010).

*We the Media: Grassroots Journalism by the People, for the People*, by Dan Gillmor (O’Reilly Press paperback, 2006).

**CLASSROOM FORMAT:**

Each class will be divided into three parts: Discussions, exercises, and in-class writing and editing assignments. Discussions will involve out-of-class reading, writing and editing assignments and student presentations. Class attendance and participation is important. In-class work cannot be made up at a later date. Plan to schedule visits to local news operations.

**GRADING:**

In-class discussions, exercises and assignments: 30 percent.

Out-of-class assignments: 30 percent.

Final project: 40 percent.

NOTE: Evaluation/grading of writing assignments will be weighted toward individual progress and improvement.

**TENTATIVE TIMETABLE FOR SPRING 2012**

Date	Topic/ Assignment	Reading	Additional Info
	The role of a journalist		

Week 1 Jan. 18			
Week 2 Jan. 25	News/views	Kovach	
Week 3 Feb. 1	Rights/responsibilities	Kovach	
Week 4 Feb. 8	Accuracy/authenticity	Kovach	
Week 5 Feb. 15	Interviewing/witnessing	Kovach	
Week 6 Feb. 22	Sourcing/verification	Knight	
Week 7 Feb. 29	Research/reporting	Knight	
Week 8	SPRING BREAK		
Week 9 March 14	Framing/structure	Knight	
Week 10 March 21	Citizen journalism	Gillmor	
Week 11 March 28	The Web/websites/search	Gillmor	
Week 12 April 4	Blogs/	Gillmor	
Week 13 April 11	Social media	Gillmor	
Week 14 April 18	Local news organizations	Field trip	
Week 15 April 25	The present and future of news		<b>Final project due</b>

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR ADVANCED MULTIMEDIA REPORTING:

- Think critically, creatively and independently.
- Write and report 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 structure.

### HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

- Students will report/write a minimum of four in-depth stories, developed through information gathered using multiple sources, both online and traditional, to be publishing during the semester.
- Students will interview a professional journalist on that person's area of expertise, interviewing, reporting and writing techniques, as well as real and perceived pressures from inside and outside the newsroom.
- Students will participate in critiquing and editing each other's work as a way to learn to analyze strengths and weaknesses of the same.
- Students will gain skill in editing for conciseness, clarity, and accuracy in every aspect of the writing—from content to mechanical problems.
- Students will become aware of stereotyping on the basis of race, gender, ethnicity, religion, or sexual preference and learn to avoid such stereotypes in their work.
- Students will research and develop their own topic-specific news gathering organization.

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

- Students will complete research, reporting, writing and editing exercises.
- Students will participate in classroom discussions of these exercises.
- Students will keep a portfolio containing examples of good and bad, responsible and irresponsible, relevant and irrelevant journalism from various local and national sources.
- Students will interview local journalists and visit local news operations.
- Students will complete a final, multimedia news-gathering project.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR ADVANCED MULTIMEDIA REPORTING:**

The class is designed to sharpen students' reading, writing and editing.

- *Awareness:* Becoming aware of the development of news gathering methods and procedures from original concept through to final production.
- *Understanding:* Understanding fundamental principles of identification, design, research and production of media stories across print and electronic platforms.
- *Application:* Demonstrating knowledge of grammar and style in exercises and quizzes, papers and projects; and in editing the work of others both in and out of class.

**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.