

MULTIMEDIA WRITING AND STORYTELLING: MCOM 4325

- Time: 2 to 3:25 p.m., Monday, Wednesday, Fine Arts Center 114
- Instructor: John "Danny" Mogle
Office: **CAS 204A**
Phone Number: **903-617-8196**
Email: jmogle@uttyler.edu
Best way to contact: **Call/text**
- Office Hours: 10 a.m. to 11 a.m. Monday, Tuesday, Wednesday. I welcome and encourage office visits.) I will meet with you any time I can.

DEPARTMENT SYLLABI

Use this link to access the syllabi for all Department of Communication courses

[https://www.uttyler.edu/communication/syllabi/Links to an external site.](https://www.uttyler.edu/communication/syllabi/Links%20to%20an%20external%20site)

COURSE DESCRIPTION

This course teaches strategies and skills used to use combinations of audio, video, photography, narration, print and alternative story forms into unique products that tell compelling non-fiction stories. Emphasis is on using critical thinking to come up with story ideas, gather material and edit the material to refine the story while taking into consideration the platform and format the story will appear, the topic and expectations of the audience.

STUDENT LEARNING OUTCOMES

Competency: Writing and Storytelling

- Write news and messages correctly, clearly and concisely appropriate for strategic communication and multimedia journalism.
- Produce accurate stories in an appropriate format when given a set of facts.
- Produce accurate stories using a combination of video, audio, text, photography and alternative story forms.
- Demonstrate proficiency in writing, videography, photography and editing -- both print and digitally.

Competency: Analysis and Systematic Inquiry

- Gather and present information appropriate to strategic communication and multimedia journalism.
- Analyze information to determine whether it meets the criteria of nonfiction and professional standards of attribution and sourcing.
- Analyze information to determine the best techniques and formats to tell the story to reach a target audience.
- Analyze information to determine whether its primary purpose is to inform, persuade or sell.

Competency: Legal and Ethical Principles

- Demonstrate ability to apply legal principles pertaining to strategic communication and multimedia journalism.
- Recognize what constitutes libel, plagiarism, fabrication and other legal issues involving media.
- Demonstrate an understanding of ethical issues involved in journalism, strategic communication and social media.
- Apply ethical behavior to practices involved in gathering and presenting information.

Competency: Mediated Presentation

- Apply theories in the presentation of messages and images and use of technologies appropriate for public relations/integrated communication or multimedia journalism.
- Write copy appropriate for news and strategic communication in appropriate formats -- including print, digital and broadcast -- when given sets of facts.
- Create multimedia projects when having to originate ideas, do research and interview sources.
- Identify and distinguish different formats used in presenting information.
- Use equipment, and editing software to creating multimedia stories.

Competency: Critical Evaluation

- Use skills involving news value, fairness, clarity, sourcing, verification and attribution to better evaluate the accuracy of information.

- Evaluate print, broadcast and public relations material for accuracy, transparency, fairness and other professional standards.
- Evaluate impacts of media messages on individuals and society.

Competency: Media Literacy

- Identify different platforms used in mass media.
- Adapt messages to different platforms taking into account audience usage and preferences.
- Recognize the strengths and weaknesses of different platforms.
- Combine text, images, video and alternative story forms on the same platform to tell stories and report facts.

Competency: Communication

- Demonstrate the ability to "pitch" a story idea before others.
- Interview people for audio, video and print projects.
- Persuade people to be part of or the focus of a multimedia project.
- Critique the work of others in a thoughtful manner.

Competency: Media Ecology

- Shape messaging taking into account the influences of print, video and presentation in how the story will be perceived.
- Adjust the messaging based on the likely setting it will be received
- Adjust the messaging based on how it will be used.

REQUIRED TEXTBOOK/EQUIPMENT

- Readings and videos assigned in class and posted in Canvas. Material posted in Canvas functions as a textbook.
- You will need access to editing software and equipment. Free basic audio and visual software and programs can be downloaded. Many smartphones come with editing software. You can check use your smartphone to record many assignments. You also can check out higher quality cameras from the University.

COURSE NOTES

Basic Requirements

The course requires that you have access to a reliable computer and internet connection. You will have to go off campus to gather information for some assignments.

Communication

If you have a question, concern or just want to talk about something related to class, call or send me a text at **903-617-8196**. I will get back to you as soon as possible.

- You can also send me an email.
- Check the Announcements on Canvas.
- Let me know if you have to miss class.

Completing Work on Time

Assignments are posted in Canvas and each has a deadline. Missing a deadline results in a deduction. The deduction for missing the deadline is stated on the assignment. Those who miss an assignment without an excused absence may not get the opportunity to make up the assignment.

Rights of Pregnant and Parenting Students

As required by SB 412, SB 459, and SB 459/HB 1361, passed by the 88th Legislature in 2023, pregnant and parenting students are afforded different supports and rights. Part of the support afforded pregnant students includes excused absences. Faculty members who are informed by a student that they need this support should make a referral to the Parenting Student Liaison. Students must work with the Parenting Student Liaison to receive these supports and rights. Students should contact the Parenting Student Liaison at parents@uttyler.edu and complete the Pregnant and Parenting Self-Reporting Form.

Academic Honesty

The University's academy honesty policies apply. You, and only you, must do the work that you submit. Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

Plagiarism

Plagiarism includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic

work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php> (Links to an external site.)[Links to an external site.](#)

UT Tyler's Statement on AI

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

AI Use in this Course

AI, like many forms of digital intelligence, is a tool. Journalists and multimedia storytellers can use AI to

- find sources
- find examples of other's work
- summarize lengthy reports and research
- improve grammar, punctuation and spelling

Assignments must reflect your work -- successful or flawed. The overuse of AI can be considered plagiarism and could lead to disciplinary action. Most work in this class will use audio and video recordings.

GRADED COURSE REQUIREMENTS INFORMATION

There are five projects, analysis assignments and attendance

PROJECTS -- 65% of grade

- The story of ETCIL -- 100 pts.

- The story as audio --100 pts.
- The story as a podcast -- 100 pts.
- The story as a slideshow with audio -- 100 pts.
- A person story using multiple elements -- 100 pts.

ASSIGNMENTS -- 21.5%

- ETCIL self-evaluation presentation -- 50 pts.
- Analyzing an audio story -- 25 pts.
- Analyzing a podcast -- 20 pts.
- Analyzing a slideshow with audio -- 20 pts.
- Analyzing a personal story -- 25 pts.
- Person story self-evaluation, presentation -- 25 pt.

ATTENDANCE -- 13.5%

100 pts.

There is no midterm test or final. Students demonstrate knowledge by doing assignments, writing stories and discussing issues.

More detailed information on each assignment will be provided in class.

Each assignment has a posted value and information on the purpose of the assignment and how the grade is determined. If there is confusion on how to carry out the assignment, call or text me at **903-617-8196** BEFORE you do the assignment.

GRADING SCALE

Your grade is determined by the points you have acquired as a percentage of the total points available.

- A: 90-100%
- B: 80-89%
- C: 70-79% D: 60-69%
- F: 59% and below

Check Canvas frequently for the status of your grade. You will not be given an opportunity to do extra work to improve your grade.

LATE WORK AND MAKEUP EXAMS

There will be a deduction for work that it is turned in late -- typically 50%, but sometimes 100%. All assignments will have a posted due date. Work can be made up in cases of illness and emergencies. All I ask is that you be honest.

ATTENDANCE POLICY

You will receive a 5-pt. deduction for each time you miss class that is unexcused.

The University of Texas at Tyler recognizes many things that constitute an excused absence. For a complete list of these policies [click here. \(Links to an external site.\)](#)[Links to an external site.](#)

CALENDAR

Census Date: The census date for the semester is Sept. 8. This is the final date for many enrollment-related actions, including adding new courses, changing sections, or dropping courses without incurring grades of “W” or “Q”. Census is also the second drop for non-payment date each academic session. See the Office of the Registrar website for additional details.

Final exam: There is no final exam given in this course.

Week by Week: Here is the week-by-week rundown of what will be covered. Sometimes circumstances require scheduling changes. Any changes will be posted in Canvas.

Most units include a PowerPoint presentation and supplemental readings/videos in Canvas. Due dates for all assignments are included as part of the assignment. Some assignments are done in class and others are homework. Dates are subject to change.

AUG. 25-27

- Introduction to multimedia story telling
- Equipment testing

SEPT. 1

- holiday

SEPT. 3-OCT. 8

Telling the ETCIL Story: This time is devoted to doing a project that tells the story of East Texas Center of Independent Living. During this time, you will learn about ETCIL, shoot on location, edit the project and present in class.

OCT. 13, 15

Telling the Audio Story

OCT. 20, 22

Telling the Story as a Podcast

OCT. 27, 29; NOV. 3, 5

Telling the Story as an Audio Slideshow

NOV. 17, 19, DEC. 1, 3

Telling a Personal Story