

MCOM 3360: Photojournalism

M/W/F 8:00 – 8:55 a.m.

Instructor: Anita Brown

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Office Hours: MWF 11:30 – 12:30., and by appointment

Course Description: Photographs tell stories in ways that words cannot. The focus of this course is to utilize photography as a means of creating stories that reflect real life and culture, gain a better understanding of the art of storytelling, and to gain a better understanding of theoretical application within photojournalism and photography. You will engage in the medium of photography, critically analyze examples of photojournalism and literary journalism, and learn about the theories and historical significance that your photography references. This class combines application of photography techniques in photographic assignments, fieldwork, and an examination of the history and theory of photography and storytelling.

Student Learning Outcomes: By the end of this course, students will be able to:

1. Competency: Writing and Storytelling

- a. Write correctly and clearly using the formats and compelling storytelling styles appropriate for the audiences and purposes for public relations/integrated communication or multimedia journalism.
- b. Gain a better understanding of the art of storytelling through the use of critique and analysis of literary journalism.

2. Competency: Analysis and Systematic Inquiry

- a. Legal and Ethical Principles
 - i. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism
 - ii. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism.
- b. Gain a deeper understanding of the cultural impact of the medium of photography in an art historical context, and you will be able to locate your own work in relation to that tradition.
- c. Engage in the language of photographic critique for an in-depth analysis of images, the theoretical application, and the significance of the story.

3. Competency: Mediated Presentation

- a. Apply theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or multimedia journalism.
 - i. Expand your understanding of how to manipulate a camera with

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agility and create the pictures you want to make, in terms of advanced theoretical application of form and content.

- ii. Produce photojournalistic pieces that combine advanced photography techniques and theoretical application for the purposes of storytelling.

Evaluation and Grade Calculation

Group	Percent
Assignments (Photos, Quizzes, Portfolio, etc.)	35%
Reading Reactions	10%
Photojournalist Presentation	5%
Tests (3)	25
Final Project (Pitch, Rough Draft, Final Product)	25%
	Total = 100%

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

Assignments Overview

1. **Photo Assignments** – Throughout the semester there will be a total of 7 photography assignments that require you to take images following guidelines and themes for the material that we are covering within the week. You will be required to submit 5 images total. This total includes ONE final image that you feel is the best that is accompanied by a well-written caption, and four additional images. You will be graded on the final image and caption. The additional images are required to show that you did not just take one image and call it a day – I want to see the effort you put into each assignment. You should utilize the techniques that we are covering, theoretical application for storytelling, knowledge of photo composition and lighting, and knowledge of image caption writing. Images must have been taken during this semester and students **MAY NOT** use images taken prior to the beginning of the semester. This will result in an automatic zero for the assignment. Using a cellphone camera, unless specifically allowed in the assignment will result in a point deduction.
2. **Quizzes and Additional Assignments** – Throughout the semester we will have quizzes or small assignments to examine material covered during lectures. The quizzes will be closed book/note and will be required to be taken in class. The purpose of the quizzes is to test your understanding of the material. Students will be informed of the quiz before it occurs and will have several days to prepare. The purpose of smaller, additional assignments is to

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help students gain a better understanding of the material. The majority of smaller assignments will be completed in class – if you are absent during one of these days, it is your responsibility to complete the assignment outside of class.

3. **Reading Reactions** – Throughout the semester you will have 6 selected readings from *The Art of Fact* and each reading will be accompanied by a reading reaction. When reading, you should focus on aspects of the story that deal with visual stimulation, imagery usage, and artistic expression that could be used within a photograph to help tell the story. Each reading reaction will need to cover: your thoughts on the imagery in the story, how the imagery could translate well into a photojournalistic piece, how you would compose an image using the advanced photography technique we are currently discussing to tell the story, and your thoughts on the writing itself. The purpose of the reading reactions is to help you begin thinking about stories visually.
4. **Photojournalist Presentation** – You will be required to “teach” the class about a prominent photojournalist. You should focus on notable works and achievements, history, experience, etc. – anything that would be included in a biography. You must also show examples of the photojournalist’s work.
5. **Tests** – You will have three tests over the course of the semester. The first test is the camera test, which is required to check out equipment from the school. The final two will be a midterm exam and a final exam. For tests, you may use your books, notes, PowerPoint, etc., but you cannot use each other – you do not learn if you just copy from one another.
6. **Final Project** – For your final project, you will bring together journalistic storytelling and advanced photography skills to create a visually strong and contextually interesting photo story of the topic of your choice. The theme of your photo story must be something that tells an interesting, newsworthy story and you **MUST** receive permission from any business or individual you feature in your story. This is an assignment that you are urged to work on throughout the semester. There will be three parts: the proposal, rough draft for critique and guidance, and the final, publish-ready story.

Course Requirements

A. Required Readings:

1. *The Art of Fact: A Historical Analogy of Literary Journalism*, Kevin Kerrane & Ben Yagoda
2. *AP Stylebook*, Associated Press
3. Handouts and other materials assigned in class

B. Recommended Readings:

1. **Books:** *Photojournalism: The Professional’s Approach* by Kenneth Kobre, 7th Edition, *Truth Needs No Ally* by Howard Chapnick, *Trust the Process* by Shaun McNiff, *It’s What I do: A Photographer’s Life of Love and War* by Lynsey Addario
2. **Newspapers:** *The Tyler Daily Telegraph*, *The Patriot Talon*, *Wall Street Journal*, *New York Times*, *Dallas Morning News*, *Fort-Worth Star-Telegram*
3. **Magazines:** *Time*, *National Geographic*

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4. **Online:** lens.blogs.nytimes.com, boston.com/bigpicture, framework.latimes.com, photography.nationalgeographic.com/photography, photoblog.nbcnews.com, MediaStorm.com, lightbox.time.com, photographyblog.dallasnews.com
5. **Social Media:** Eric Seals, Joe McNally, Amy Toensing, National Geographic, Charles Apple, thewellspoint, photojojo, nationalpostphotos, timelightbox

C. Required Materials:

1. Flash drive or other external storage device for storage of images.
2. Flickr.com account (free) – this will be where you upload your images for critiques.
3. Digital Camera - this is only **IF** you want to use your own camera. You may check out cameras from the school once camera tests have been passed and check-out cards issued. **DSLR preferred – CELLPHONE CAMERAS NOT ALLOWED UNLESS THERE IS A SPECIFIC AND EXPRESSED NEED (I.E., BREAKING NEWS WITHOUT TIME TO GET A DSLR FROM LAB)**

Assignment Policy

1. Assignments do have deadlines and these deadlines need to be met. You will need to submit each assignment via Canvas before the due time.
2. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
3. Some assignments stay open beyond the due date. If you submit an assignment late, your grade will be lowered by a set number of points each day that the assignment is late. The point values may vary depending on the assignment. See individual assignments for the length of time assignments stay open. **Knowing when each assignment closes is your responsibility.**
4. No make-up tests or quizzes will be allowed after tests close on Canvas.
5. Students must complete all assignments to pass the course. This does not mean that merely completing all assignments guarantees the student will pass the course.
6. Spelling, grammar, AP format, and neatness count.

Expectations and Classroom Etiquette: We all approach courses with certain expectations. I expect you to:

1. Work hard – learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
2. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
3. Display Classroom Courtesies
4. Talk, debate, ask questions, and challenge yourselves and each other, but stay on topic.
5. The use of cellphones is not allowed during class. I understand emergencies and the need to take a call or text. If you must take a call or respond to a text, please be discreet and

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quietly excuse yourself from the classroom. Scrolling through social media or utilizing other media during class is not allowed.

6. The use of cellphones for note taking is not allowed. Notes must be taken using a laptop or paper/pen/pencil. If I see you staring at a cellphone, I will ask you to put it away. The second time, I will remove your cellphone from your possession until the end of class.
7. Using class time to work on assignments for other classes or extracurricular activities is not permitted. Not only does this take away your presence in the class you are attending, it is disrespectful to both me as the professor and your other classmates. If it is found that you are utilizing my class time to work on assignments for other courses or extracurricular activities, you will be asked to stop. If the issue arises again, I reserve the right to ask you to leave the classroom for the remaining time.
8. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
9. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it.
10. Hold me to the same standards and expectations that I hold you to.

Attendance and Tardiness Policy: Lectures and participation are vital to the learning process in this course; therefore students are expected to attend class. If you do not attend class, you cannot participate in group discussions and will miss important elements discussed during lectures. Additionally, if you miss a quiz due to an absence, the quiz will not be allowed to be made up unless the absence is due to extreme, uncontrollable circumstance. I expect you to handle your attendance in this course as a responsible adult.

Coming to class late or leaving early is distracting to your classmates and myself. Additionally, this results in you missing important information that might be provided during the beginning or end of the meeting. If you must come late or leave early, please be respectful to your classmates and myself and do so quietly and with as little distraction as possible.

See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

The university census date is **January 27, 2020**.

Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker's or writer's indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action.

PLAIGIARISM WILL NOT BE TOLERATED.

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Course Withdrawal: The last date to withdraw from classes without penalty is **March 30, 2019**.

I. University Policies

A. UT Tyler Honor Code:

1. Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

B. Campus Carry:

1. We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

C. UT Tyler a Tobacco-Free University:

1. All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

D. Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action. (See next section for University Policy)

E. Student Standards of Academic Conduct

1. Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.
 - a) “Cheating” includes, but is not limited to:

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- (1) copying from another student's test paper;
- (2) using, during a test, materials not authorized by the person giving the test;
- (3) failure to comply with instructions given by the person administering the test;
- (4) possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- (5) using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- (6) collaborating with or seeking aid from another student during a test or other assignment without authority;
- (7) discussing the contents of an examination with another student who will take the examination;
- (8) divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- (9) substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- (10) paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- (11) falsifying research data, laboratory reports, and/or other academic work offered for credit;
- (12) taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- (13) misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

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- b) “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.
- c) “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
- d) All written work that is submitted will be subject to review by plagiarism software.

F. The **U-T Tyler Writing Center** provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper.

G. Disability/Accessibility Services:

1. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application.
2. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

H. Grade Replacement/Forgiveness and Census Date Policies:

1. Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Spring, the Census Date is **Jan. 27**) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.
2. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average.

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Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

3. The Census Date (**Jan. 27th**) is the deadline for many forms and enrollment actions of which students need to be aware. These include:
 - a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
 - b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
 - c) Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
 - d) Being reinstated or re-enrolled in classes after being dropped for non-payment
 - e) Completing the process for tuition exemptions or waivers through Financial Aid

I. State-Mandated Course Drop Policy:

1. Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).
2. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

J. Student Absence due to Religious Observance:

1. Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

K. Student Absence for University-Sponsored Events and Activities:

1. If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

L. Social Security and FERPA Statement:

1. It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer

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programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

M. Emergency Exits and Evacuation:

1. Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

N. UT Tyler Resources for Students:

1. UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
2. UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
3. The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
4. UT Tyler Counseling Center (903.566.7254)