

MCOM 4325—Multimedia Writing/Storytelling -- Fall 2019

Instructor: Lorri Allen

Office: UC 3111A ~ Office Hours: Mondays and Wednesdays 1:45-3 p.m. or by appointment

Phone: 903-566-6120 ~ LorriAllen@UTTyler.edu ~ @LorriAllenTV

Course Overview

Multimedia Writing/Storytelling teaches basic skills to create multimedia journalism projects. Multimedia stories can incorporate text, images, audio, video and data visualizations. You will apply standards of journalistic reporting and writing to your work throughout the semester.

Whether you plan to work at a newspaper, TV or radio station, online outlet, production studio or PR/advertising agency, you need to be able to produce content for multiple platforms in multiple ways. Multimedia Writing and Storytelling provides those skills. This course has a specific emphasis on writing for broadcast.

Pre-requisites: JOUR/MCOM 3303 or JOUR/MCOM 3395

Student Learning Objectives – Upon completion of the course, you'll be able to:

Competency: Writing/Storytelling:

- Write correctly and clearly using formats and styles appropriate for public relations/integrated communication or multimedia journalism for the audiences and purposes required.
 - Demonstrate an understanding of digital medium requirements through written assignments, including research, scripts and projects.
 - Demonstrate the ability to develop news stories for different media.

Competency: Analysis and Systematic Inquiry:

- Conduct research and evaluate information by methods appropriate to public relations/integrated communication or multimedia journalism professions.
 - Analyze writing practices, strategies and procedures for multiple forms of news production.
 - Demonstrate an understanding of and ability to apply First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism.
 - Show an understanding of ethical principles and issues for public relations/integrated communication and/or multimedia journalism.
 - Demonstrate an understanding of the strengths and weaknesses of telling journalistic stories with different media and apply those skills to analyzing and developing your own content.

Competency: Mediated Presentation:

- Apply theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.
 - Demonstrate an understanding of and proficiency with skills needed to make practical producing decisions.
 - Demonstrate skills using multiple software and hardware for creating multimedia stories.

Competency: Argument:

Construct a persuasive message, adapted to the audience, purpose and context of the situation.

REQUIRED TEXTS:

- Froke, Paula, et.al (2019). *2019 Associated Press Stylebook*. New York: Associated Press.
- Tomkins, Al (2017). *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia* (Third Edition). Thousand Oaks, California: CQ Press. ISBN-13: 978-1506315256
- Articles to be assigned.

Equipment used in this class is available for checkout.

Assignment Policy:

You are responsible for turning in all assignments by deadline. **And they must be turned in the way the rubric instructs you.** *If the assignment is not turned in correctly, it won't be accepted and earns a zero.*

WHY?

Being a good journalist, entrepreneur or employee requires good observation skills. To reinforce these skills, the assignments will differ, *so read each rubric carefully.*

- Due dates may change at my discretion with fair notice, always in your favor.
- NO LATE PROJECTS will be accepted--not even one minute late. So I urge you to submit assignments well before the deadline.
- You must complete all assignments to pass the course. This does not mean, however, completing all assignments guarantees a passing grade.
- All written assignments must include your name, date, assignment name, course name and word count on the upper left of page 1.
- According to Bloom's Taxonomy, the assignments will increase in difficulty and the grading will become stricter through the semester. Plus, you're required to show both a mastery of understanding and skills.

Classroom policy:

No eating or drinking is allowed in this lab.

Electronics policy:

- No cellphone, tablet or other device use during class unless the assignment calls for it. No calls, no texts, no social media.
- The first time you are using a device when you're not supposed to be, I will take it for the rest of the class period. The second time, you must pay \$5 to get it back, the third \$10 and so on. The money will be donated to a scholarship fund.

And you get a "0" for that day's participation grade.

This includes taking photos of visual aids without permission.

WHY am I so mean?

As a graduate student in this decade, sitting behind and beside classmates on their laptops, I was distracted. Read this:

<https://www.chronicle.com/blogs/linguafranca/2014/08/25/why-im-asking-you-not-to-use-laptops/>

Plus studies show that taking notes by hand helps you synthesize and prioritize. Other studies indicate having your computer on **EVEN TO TAKE NOTES** lowers your grade. Please read the articles on Canvas about this.

Communicating

- I use Canvas to communicate, post readings, present feedback and grades.
- My email policy: on weekdays, I answer questions in 24 hours. On weekends, I will do my best to answer in 48 hours.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- 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 WILL NOT BE TOLERATED. This 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.

Thanks to Dr. Emily Scheinfeld for the following nuances:

- **Intent:** When reviewing a possible case of plagiarism, your intent will not be taken into consideration. In other words, an act of plagiarism is plagiarism.
- **Mistakes and accidents:** The possibility you mistakenly or accidentally committed plagiarism will not be taken into consideration.

- **Appeal to ignorance:** Your claim to ignorance about this policy is not ever a valid justification to plagiarize.
- **Collaboration:** Students are not permitted to collaborate on an essay, discussion post, quiz, test or any written assignment. Having someone proofread your work is OK, but can only entail matters of style, grammar, punctuation and spelling.

REQUIRED podcast consumption:

<https://99percentinvisible.org/episode/the-broadcast-clock/>

REQUIRED media consumption:

To understand and complete assignments, you **MUST** watch and listen to broadcast news programs and commercials. Immerse yourself in mass media.

Suggested sources:

- **Viewing:** 60 Minutes, CBS Sunday Morning News, PBS Frontline documentaries
- **Online:** [Politico.com](http://politico.com), bbc.com, TexasTribune.org, <https://www.propublica.org>
- **Listening:** NPR (100.1) or streaming at NPR.org

WHAT TO KNOW:

Attendance: ALL CLASSES are *mandatory*. Since we only meet twice a week, each discussion and activity build toward the next. Attendance and *participation* are a part of your grade.

- Students who anticipate being absent due to religious observance or university-sponsored activities should inform me by the second class.
- **WORK is not an excused absence.**
- You are responsible for turning in all assignments by deadline. You are also responsible for lecture materials, announcements and assignments made during any absence. But **DON'T BE ABSENT**.
- If you are 10 minutes late or leave early, you may be considered absent.
- No make-up tests or quizzes provided.
- Students late to class on test/quiz days will not be allowed to take the exam if students have already completed it.
- To qualify for an excused sick absence, you must provide a doctor's note.
- You may be excused for a death in the family IF the person who died is your parent, grandparent, sibling, spouse or child. Bring the obituary or funeral program. I won't ask for your doctor's note or funeral program. Unless you show the evidence to me, you simply lose your A and P points for the day.

Please note

Because instruction and feedback are so valuable for this class, I don't post slides on Canvas. And if you're not in class on the days assignments are due for "Show and Tell," your project will not be reviewed, and you'll get a zero.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- 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 WILL NOT BE TOLERATED. This 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.

GRADING: There are 1,000 points possible.

- **Attendance and Participation (100):** Prepare for and attend all classes. Any class you miss without an authorized excuse, subtract 4 points from 100.
- **News quizzes:** To encourage news watching, expect 10 current events quizzes over the semester for 10 points each. The questions may include sports, trending topics and class content.
- **Module 1 Basics - VOs, Interviews, SOTs (100 points)**
- **Six Sounds (100 points)**
- **Standups (100 points)**
- **Non-news video OR Podcast (100 points)**
- **News package (100 points)**
- **Semester Capstone project (100 points) (+/- points for meeting milestones)**
- **Final Exam (100 points)**

Extra Credit: It's available.

Grades are based on the total number of points you earn.

A: 900-1,000 **B:** 800-899 **C:** 700-799 **D:** 600-699 **F:** 0-599

Grading rubrics: You will get a rubric to guide you in completing each assignment. However, the following applies to everything we do for this class:

- **Get it right in writing or digitally.** Grades for each will be reduced for grammar, spelling, punctuation or AP errors.
- **Facts are important.** If a fact is incorrect, you will get a zero for the assignment.
- **Names are important.** If you misspell a name (including mine), you will get a zero for the assignment.
- **Plagiarism will not be tolerated.** Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and

disciplinary action.

<http://www.uttler.edu/judicialaffairs/scholasticdishonesty.php>

Thanks to Dr. Emily Scheinfeld for the following additions to this course:

Expectations and Structure:

I conduct this course in an interactive lecture format. That is, I present notes and information during classes, and I count on your contributions. Come to class ready to participate. Ask questions, answer questions, share insights and engage. Lectures will not duplicate readings. Stay atop of the readings, complete them before coming to class and be prepared for activities that assess your understanding.

Email:

It's my preferred form of contact (note the address on page 1). I don't guarantee a response to emails sent to other addresses, including Canvas. If an email is after 6 p.m. on any given day, you might not hear back before 9 a.m. the following business day. Emails about assignments will not be responded to after 9 p.m. and are not guaranteed after 5 p.m. the night before the assignment is due. You should treat our online correspondence with the same respect as any business or legal communication. Emails that do not conform to these standards (including correct GSP) will not be answered. So it's in your best interest to write your emails with intelligence and respect.

Grade Grievance Policy:

If you wish to appeal a grade, please follow this procedure:

- Wait 24 hours before contacting me unless I made a math error. Wait so you can look back over the assignment or exam, your notes and think about the reasons you earned the grade. Act rather than react to the grade.
- Submit the appeal in writing. Email me within one week; include your specific appeal and which grade you believe you earned.
- Disputes will not be entertained after 7 days of the date the assignment was returned. If any grade is to be reevaluated, the new grade may be lower than the previous grade. If I reevaluate an assignment, I may find errors I didn't find before that lower the grade.
- I will not entertain conversations in the last week of class or after final grades have been posted about being only a few points away from earning a particular letter grade. I provide bonus points and you can earn extra credit, so you will receive the grade you earn throughout the semester, so please start working hard now.

General Classroom Infractions:

- All electronic devices must be silenced or turned off before class begins.
 - If I can hear it vibrating, it must be turned off. If I hear a device again in the semester, it stays home for good.

- Cell phones, ear buds, headphones and other electronic devices are not welcome in the classroom.
 - It doesn't matter why you have a phone out. Without permission to have it out, you'll be asked to leave.
- Working on unrelated material, copying or writing on someone else's notes during class is prohibited.
 - If you need a pen, paper, etc., raise your hand - a lack of preparedness on your part doesn't give you the right to interrupt.
- Private comments, jokes, nudges, pokes, texts or written notes between students are a major disruption.
 - If your attention is not exclusively on the board, your notes, or the person talking, then you will be told to leave.
 - Laptops and tablets are not allowed in the classroom (see Electronics policy on page 3). Also keep phones and smart watches put away.
- Inattention, sleeping or the appearance of sleeping (as decided solely by the professor) is prohibited.
- Disruptions such as closing books, zipping bags or packing up before being dismissed are not welcome.
- Although annoyed, I will tolerate some poor behavior some days. We all have issues from time to time. But I insist you be polite and attentive when we have guest speakers.

Consequences: Attendance/Participation grade drops. Further infractions will result in your permanent dismissal from class. Also, I reserve the right to permanently assign seats to counter disruptive behavior.

Major Course Infractions:

- Arguing during class time with me, especially when you've been accused of an infraction.
 - We can discuss your behavior later in my office, but arguing with me during class worsens your offense.
 - If you ever find yourself being sent out of class, gather your things and quietly leave. Be aware that, from the moment the infraction started, everything you are saying and doing will be written in a report to the Dean.
- Disrespectful or uncivil conduct of any form, either online or in the classroom.
 - While you have the right to your own opinion, inflammatory language, including discriminatory language based on race, religion, appearance, class, ethnicity, gender, dis/ability, sexual orientation, or national origin, is unacceptable.
- Academic dishonesty is prohibited in any form.

Consequences: You will be dismissed from class and sent to the Dean for disciplinary action. The Dean may determine a note be permanently placed on your transcript, barring you from any future college plans.

UT Tyler Honor Code

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.*

Educating students to take their place in the world engenders a serious responsibility for any educational institution. The University of Texas at Tyler recognizes the future decisions made by these citizens must be grounded in ethics as well as in academic knowledge if these decisions will protect and benefit society. For these reasons, the University takes a proactive stand and adopts an Honor code throughout the campus so students may be equipped with an ethical framework.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

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>

Tobacco-Free

All forms of tobacco are banned 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. Cessation programs are available to students looking to quit smoking, including counseling, quitlines and group support. For more information on cessation programs, visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. 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. 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.

The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100 percent refunds for partial withdrawals. (No refund after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

CENSUS DATE is Sept. 9.

Last day to withdraw is Nov 4.

State-Mandated Course Drop Policy

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 dropped after the census date. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center

and accompanied by documentation of the extenuating circumstance. Contact the Enrollment Services Center if you have questions.

Student Accessibility and Resources

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA), the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to contact the Student Accessibility and Resources (SAR) office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you're unsure if the above criteria apply to you, but have questions or concerns, contact the SAR office. For more information or to set up an appointment, visit the SAR office located in UC 3150 or call 903.566.7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are asked to inform the instructor by the second class.

Student Absence for University-Sponsored Events and Activities

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.

Social Security and FERPA Statement

It is the policy of UT Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so 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.

Emergency Exits and Evacuation

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.

Student Standards of Academic Conduct

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 exam for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

“**Cheating**” includes, but is not limited to:

- Copying from another student's test paper;
- Using, during a test, materials not authorized by the person giving the test;
- Failure to comply with instructions given by the person administering the test;
- 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 the person administering the test has specifically prohibited them;

- Using, buying, stealing, transporting or soliciting in whole or part the contents of an unadministered test, test key, homework solution or computer program;
- Collaborating with or seeking aid from another student during a test or assignment without authority;
- Discussing the contents of an exam with another student who will take it;
- Divulging the contents of an exam, for the purpose of preserving questions for use by another, when the instructors has designated that the exam is not to be removed from the examination room or not to be returned or to be kept by the student;

- Substituting for another person, or permitting another person to substitute for oneself to take a course, a test or any course-related assignment;
- 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;
- Falsifying research data, laboratory reports and/or other academic work offered for credit;
- Taking, keeping, misplacing or damaging the property of the University, or of another, if the student knows or reasonably should know an unfair academic advantage would be gained by such conduct; and
- 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.

“**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.

“**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.

UT Tyler Resources for Students

- Writing Center (903.565.5995), writingcenter@uttyler.edu
- Tutoring Center (903.565.5964), tutoring@uttyler.edu
- Counseling Center (903.566.7254)

(Please read the paragraph below, print this page only, then print and sign your name where indicated, and turn into me Wednesday, Aug. 28. Thanks!)

I have thoroughly reviewed this syllabus and understand it, especially pages 2-6. If I have questions about turning in assignments, how to behave in class or how grades are earned, I promise to check this syllabus and Canvas before asking.

Print your name _____

Sign your name _____

Date _____