

MCOM 4332—Advanced Multimedia News
Monday/Wednesday 2:00 p.m.- 4:00 p.m. (HPR 274)
Syllabus—Spring 2016

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Office: Patriot Talon Modular 2 **Office Hours:** by appointment

The next generation of media is here. You need to be equipped with the most current skills available. Whether you plan to work at a newspaper, television station, radio station, website or in public relations, you need to be able to write and produce for multiple platforms in the digital era.

Today, journalists and strategic communicators are being asked to produce compelling and important stories using digital and social media. This course is designed to utilize their knowledge and skills to produce multimedia content to be consumed on social media platforms. Students will apply journalistic standards and ethics to produce their stories throughout the semester.

STUDENT LEARNING OUTCOMES

By the end of this course, you should be able to:

1. Write correctly and clearly using the formats and styles appropriate for public relations/integrated communication or multimedia journalism for the audiences and purposes required. (Competency: Writing/Storytelling)
 - Analyze writing practices, strategies and procedures for multiple forms of news production.
 - Demonstrate an understanding of digital medium requirements through written assignments, including research, scripts and projects.
2. Understand and apply theories in the use and presentation of images and information using tools and technologies appropriate to public relations/integrated communication or multimedia journalism. (Competency: Mediated Presentation)
 - Demonstrate an understanding of and proficiency with the skills needed to make practical producing decisions.
3. 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. (Analysis & Systematic Inquiry)
4. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism. (Analysis &

Systematic Inquiry)

Required Reading:

Susan C. Green, Mark J. Lodato, Carol B. Schwalbe, and B. William Silcock *News Now, Visual Storytelling in the Digital Age*. Upper Saddle River: Pearson, 2012
ISBN-13: 978-0205695911 **ISBN-10:** 0205695914

REQUIRED MEDIA CONSUMPTION:

Immerse yourself in mass media, especially TV news programs. Read newspapers daily. Look at YouTube, Facebook, Twitter and other social media.

Here are suggested sources:

Newspapers: *Tyler Morning Telegraph, Patriot Talon, The Wall Street Journal, The New York Times, The Dallas Morning News*

Viewing: *PBS NewsHour, CNN's Anderson Cooper 360, 60 Minutes, local newscasts, CBS Morning News*

Online: [Politico.com](http://politico.com), bbc.com, TexasTribune.org, <https://www.propublica.org> Poynter.org

Listening: NPR stations streamed

WHAT TO KNOW ABOUT THIS CLASS:

Attendance: Attendance is mandatory. I treat our class like a business. We're partners, and I expect you to show up as you expect me to show up. Attendance and participation is part of your grade.

- You are responsible for turning in all assignments by deadline even though you may be absent. You are also responsible for lecture materials, announcements and assignments made during any absence.
- If you are 10 minutes late or leave early, you may be considered absent.
- No make-up tests will be allowed.
- Students late to class on test days may not be allowed to take the exam if students have already completed the exam and left the room.
- Work does not qualify as an excused absence.

Assignment Policy:

- Unless otherwise specified, assignments are due before or at the start of each class. You will get specifics in your rubrics.
- Assignments and due dates may change at the instructor's discretion with fair notice.
- Students must complete all assignments to pass the course. This does not

mean, however, that merely completing all assignments guarantees a passing grade.

- NO LATE ASSIGNMENTS will be accepted for a grade.

Classroom Courtesies:

- No cellphone, tablet or other device use during class unless the assignment specifically calls for the use. No calls, no texts, no status update checks. If I see you using a device when you're not supposed to be, I will take it.
- No eating, unless there is enough for everybody. Beverages (non-alcoholic) are allowed.
- Talk, debate, ask questions and challenge but stay on topic.
- I appreciate you not wearing a baseball cap or anything that obscures your eyes.

Access to Technology:

- I use Blackboard to communicate, post assignments and readings, present feedback. Check Blackboard regularly.
- My email policy: on weekdays, I will do my best to answer you in 24 hours. On weekends, I will do my best to answer you 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.

Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

GRADING: Here are details on how you'll be graded: (1,000 points possible)

- **Class attendance and participation** (100 points): You are expected to be at all classes. You get 100 points for that *if you also participate in discussions and remain engaged*. Because we are a small lab class, your presence especially matters. If you miss more than one, your grade will drop by a letter (e.g., An "A" goes to a "B.") You are still subject to University Policies regarding attendance. Excessive absences will not be tolerated in this class or university.
- **Six reporting/producing exercises** (50 points each): There will be six exercises designed to develop your journalism skills. These are listed on your syllabus in

bold.

- **Multimedia Project** (200 points): You will come up with an idea *approved by me* for a semester-long project. As we have practiced in the intro to multimedia class, the multimedia package is a journalistic package that combines text, audio, images, video, data visualizations, animation and other elements to tell one or several related stories.
- **Two tests** (100 points each): Each exam will test your comprehension of reading and in-class discussions up to the point of the test.
- **Producer** (100 points): This role is so important to the newscast, you will be graded on how you perform the tasks required the week you are assigned to it.
- **Reporter** (100 points): The week that you are the reporter, you will have several duties.

Extra Credit: You will have the opportunity to earn extra credit. I'll announce certain opportunities in class. See me by March 16 if you're interested in a bigger project.

Grades are based on the overall points available for you to earn.

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

Grading: Each assignment will have specific criteria, but the following applies to all assignments:

Clean copy is important. Your grade for each assignment will be reduced depending on how many errors you have: 3-6 errors (grade drops by 10 percent); 7-10 (grade drops by 20 percent); 11 or more (grade drops by 30 percent). • **Facts are important.** Your grade for each assignment will be reduced depending on how many errors of fact you have: One error (grade drops by 20 percent); 2-3 errors (grade drops by 30 percent); 3 or more errors results in a zero for the assignment. • **Names are important.** If you misspell a name (including mine!) once in this class, the most you can get is a C. Two or more name misspellings will result in failure of the class.

TENTATIVE* TIMETABLE

| Date | General Topic | Read | Assignment(s) Due |
|--------------------------------|--|----------------------------------|--|
| Week 1 1/20 | Course Introduction | | Student Data Sheet |
| Week 2 1/25 1/27 | Multimedia Storytelling Reporting | Chapters 1-2 Chapters 3,7 | |
| Week 3 2/1 2/3 | Anchoring Producing | Chapter 9 Chapter 8 | Practice Package Newscast Rundown |
| Week 4 2/8 2/10 | Equipment: Shooting and Editing-Guest Speaker Interviewing | Chapter 6 Chapter 5 | Newscast Critique |
| Week 5 2/15 2/17 | Writing/Producing for Web Legalities and Ethics | Chapter 10 Chapters 11- 12 | Interview Web project |
| Week 6 2/22 2/24 | Diversity and Review Test 1 | Chapter 13 | Multimedia pitch due Test |
| Week 7 2/29 3/2 | Newscast Prep Newscast 1 | Chapter 4 | |
| Week 8 3/7 – 3/11 | SPRING BREAK! Be careful, have fun! | | |
| Week 10 3/14 3/16 | Newscast Prep Newscast 2 | Chapter 14 | |
| Week 11 3/21 3/23 | Newscast Prep Newscast 3 | | |
| Week 12 3/28 3/30 | Newscast Prep Newscast 4 | | |
| Week 13 4/4 4/6 | Newscast Prep Newscast 5 | | |

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|--------------------------------|--|--|---------------------------|
| Week 14 4/11 4/13 | Newscast 6 Newscast 7 | | |
| Week 15 4/18 4/20 | Newscast 8 Newscast 9 | | |
| Week 16 4/25 4/27 | Newscast 10 Review for Final and Present Multimedia Projects | | Multimedia Project |
| Week 17 5/2 | Study Day Final exam TBD | | |

Use of Computers in Class: Do not use the lab computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes or writing letters.

University of Texas at Tyler Policies

- A. **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. **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. 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. 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 is the deadline for many forms and enrollment actions that students need to be aware of. 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.

C. 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.

D. Social Security and FERPA Statement: 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 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.

E. The UT 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. Location: BUS 202. Appointments: 903-565-5995.

F. Disability Services: In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the

Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

- G. **Student Absence due to Religious Observance:** 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.
- H. **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.
- I. **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 reenter the building unless given permission by University Police, Fire department or Fire Prevention Services.