MEDIA 4343.001
News Publication
Professor Jennifer J. Bray
SUMMER I 2018

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Office Hours: M/W 2-4, and by appointment
Class Meeting Time & Location: T/R 10:00 – 11:55 am, OCNR 131

Catalog Course Description
MEDIA 4343 provides intensive immersion into all aspects of modern day newspaper production, including producing content for print, web, broadcast and social media platforms. The first part of the course introduces students to the notion of convergence and the new digital landscape of journalism, as well as the basics of news gathering and reporting. Students will then practice crafting news stories in multiple genres, including opinion, news, feature, entertainment and sports reporting. Students will also be required to translate their work for different platforms (i.e. print to web, or, print to broadcast). Most importantly, students will participate in all aspects of publishing Island Waves, the student-run newspaper of Texas A&M University - Corpus Christi. This includes pitching stories during budget meetings, news gathering, news photography and videography, layout, publishing for the web, meeting deadlines, and distribution and promotion. This is a blended course; while some content will be solely online, there will be mandatory Newsroom meetings and classroom instruction.

MEDIA 4343 Student Learning Outcomes
The ten learning goals listed below describe the specific kinds of learning that I expect you to achieve during the workshop. This learning includes traditional knowledge, including a deeper understanding of the evolution of journalism, the challenges imposed by the “24 hour news cycle,” and the ethical considerations journalists must weigh every day. The emphasis of the course is to learn by doing, so that by the end of the session you have improved your abilities to use news gathering skills in wide variety of mediums and platforms. For each of the goals, I hope you expand your learning, building on your prior knowledge and skills.

Students' portfolios will demonstrate the extent to which they have achieved the following outcomes:

1. Identify how the advent of digital journalism changed all mediums of news and resulted in “convergence.” Recognize how the changing digital landscape impacts news gathering.
2. Demonstrate an understanding and appreciation of First Amendment rights and responsibilities, and journalistic ethics.
3. Improve and practice effective interviewing strategies.
4. Master basic news writing and develop effective storytelling abilities and learn to write on deadline.
5. Demonstrate the ability to locate, evaluate, select, and effectively apply information from a wide variety sources into published pieces of news writing.
6. Demonstrate competence in abiding by distinct conventions of various forms of journalistic writing, including writing for print, web, broadcast and social media platforms.
7. Demonstrate the ability to collaborate effectively as members of diverse teams / groups of writers and news gatherers.
8. Attain some understanding and mastery of AP style.
9. Increase awareness of using correct grammar, and how understand how readers perceive grammar and usage issues in print and online.
10. Identify how your views of writing and news gathering have changed as a result of the work you have done in the course and evaluate the ways in which you have improved your news gathering and writing skills.

MEDIA 4343 Textbook and Material

- Access to reliable internet, your Islander account, and Blackboard

Major Course Requirements (Grade Distribution: dates, nature of assignments, assignment weight)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Date Due</th>
<th>% of course grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Writing &amp; In-Class Participation (online and f2f), Homework</td>
<td>Weekly</td>
<td>20</td>
</tr>
<tr>
<td>Quizzes</td>
<td>Week 2-4</td>
<td>10</td>
</tr>
<tr>
<td>Batch 1 Stories (2 stories)</td>
<td>June 19</td>
<td>20</td>
</tr>
<tr>
<td>Batch 2 Stories (4 stories)</td>
<td>July 17</td>
<td>20</td>
</tr>
<tr>
<td>Batch 3 Stories (2 stories)</td>
<td>July 30</td>
<td>20</td>
</tr>
<tr>
<td>News Reporting Comprehensive Portfolio/Resume</td>
<td>Aug 3</td>
<td>10</td>
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<tr>
<td>Total</td>
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<td>100%</td>
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The assignment descriptions provided below offer a thumbnail sketch of the assignment. For complete details, please click on:
http://falcon.tamucc.edu/wiki/JenniferBray/GradeDistribution4390Summer2018

Daily Writing, Attendance and In-class Participation, Homework

Attendance is compulsory and will be measured through your daily writing (both in class and online) and other in-class activities such as peer editing and writing workshops, and newsroom meetings. Daily writing may include journal reflections, article critiques, and social media blurbs and promotions. Additionally, you will be required to complete several homework assignments. Homework assignments may include reading reflections based on assigned readings from the text or online sources, story idea submissions, and preliminary drafts of stories. Submit all assignments via BlackBoard. You’ll be able to easily access detailed instructions regarding ALL assignments via our class wiki page. All due dates are hard and fast. I will not accept late assignments. You will be responsible for saving all of your daily writing, homework assignments, and story
submissions for possible inclusion in your Portfolio; your portfolio should represent a broad range of writing and news gathering activities both in class and outside of class. You may not make up missed Daily Writing grades or Homework grades. If you do miss class, you are still encouraged to complete the daily writing, as these assignments are designed to help you draft or revise major writing projects, or to refine your thoughts regarding class topics.

Quizzes
At the beginning of the session, you will be required to take three quizzes, and pass each with at least a grade of 80. These quizzes will be available on Black Board and will be over AP Style, Grammar, and basic news writing and journalism ethics.

Story Batches
You will submit three batches of stories for three Island Waves print publications. The types of stories you will write will depend on story ideas generated before our Budget Meetings for each issue and your individual interests. By the end of the session, you must write at least one story in each of the following genres: Opinion, News, Feature, Entertainment, and Sports. In addition to writing the stories, you will be responsible for making timely revisions based on feedback from the Copy Editor, Editor in Chief, and from me. You will also be responsible for translating every story you write into a different platform (print to web, or, print to broadcast, for example). Not every story submitted will be published in Island Waves. Those stories that are selected for publication in Island Waves (print or online), will be awarded an automatic “A.”

News Reporting Comprehensive Portfolio
For this final assignment, you will submit a portfolio that contains a collection of your work that has been purposefully selected and intentionally assembled by you to showcase your development as a journalist. The portfolio should illustrate both your success and struggles throughout the semester. There are only two new pieces of writing that are required in the portfolio. First, you should update your resume to reflect all real-world skills you acquired during the session, including published stories, writing samples, new software competence, etc. You must also compose an extensive reflective overview, which is a piece of writing that presents the portfolio contents to readers / evaluators and explains why particular selections were chosen and what they are meant to show. This project is designed to give you practice and experience with the following:

- evaluating what you have learned from being a novice in new writing and news gathering situations, and describing how these experiences, which might include failure, contributed to your willingness to accept new challenges as a writer and journalist; and
- annotating new skills that you acquired or perfected; and
- describing new knowledge that you gained from your reporting. Reporters often have to become “mini-experts” on the topics they write about. What new things did you learn that you didn’t know before?
- Evaluating how effective you are at team work, and how you learned to conduct yourself in a professional way while out in the field and while conducting interviews.
**Being a Member of Island Waves**

During this summer session, you will be a member of the *Island Waves* newsroom and will represent *Island Waves* both on and off campus. As such, you are expected to conduct yourself professionally and ethically at all times. It is especially important that you read, understand and comply with the “Society of Professional Journalists’ Code of Ethics,” available in Appendix 3 of your text. Your conduct is also critically important inside the newsroom. Treat your colleagues as you would want to be treated. Journalism is a team sport and there is absolutely no “I” in “team.” No one person can publish a quality news product; it takes many people working together.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**Dropping a Class**

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. **Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.** Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. June 15 is the last day to drop a class with an automatic grade of “W” this term.

**Grade Appeals**

As stated in University Procedure 13.02.99.C2.03, *Student Grade Appeals*, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final
grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

Classroom/professional behavior
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Statement of Civility (can be in place of classroom/professional behavior)
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) Because you are expected to understand and abide by the “Society of Professional Journalists’ Code of Ethics,” academic misconduct or complicity in an act of academic misconduct on any assignment or test will result in the automatic grade of “F.”

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites,
and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Class Calendar**

*Week 1 (Blended): Mandatory meeting on first class day. Read Chapters 1-3 & Appendices 1-3 in NR&W. Complete assigned homework in Bb.*

*Week 2 (Online): Complete quizzes in Bb w/ a minimum score of 80. Read Ch. 4-6 & 9-11 in NR&W. Complete assigned homework in Bb.*

*Week 3 (Blended): Mandatory Budget meeting. Story ideas due. Story drafts due.*

*Week 4 (Online): Issue 15 Stories due (Batch 1). Social media posts due.*


*Week 6 (Blended): Read Ch. 12 & 13. Mandatory class meeting (writing for the web).*

*Week 7 (Blended): Mandatory Budget Meeting. Story ideas due. Story drafts due.*

*Week 8 (F2F): Issue 16 stories due (Batch 2). Mandatory class meetings (writing for broadcast).*


*Week 10 (Blended): Issue 17 stories due (Batch 3). Session wrap up. Portfolio workshop. Final portfolio due.*