

MC 4500 Advanced Journalism
Tuesday & Thursday, 10:10 – 12:00

Instructors:

Andrea Miller, Ph.D.

Office: 101C Hodges

Phone: 578-3146 Office, 673-4752 Home, 288-3088 Cell

Email: amiller@lsu.edu

Office Hours: Tues. 12:00 – 2:00, Wed. 12:30-2:30 & by appointment

Jay Perkins

Office: 207 Hodges

Phone: 578-2381

Email: jrperk@lsu.edu

Office Hours: Wed 9-11

David Shanks

Office: B4 Hodges

Phone: 512-395-5028

Email: dshank3@lsu.edu

Office Hours:

Course Description:

This undergraduate course serves as a senior capstone for both print and broadcast journalism students with the primary goal of creating converged journalism projects for the Web. Objectives of this course are to improve journalistic storytelling techniques and practices, learn teamwork in a complex media environment, explore how convergence is affecting media and apply these skills to the development, management and execution of an online converged media product that includes print and broadcast storytelling and techniques.

Course Objectives:

1. Demonstrate advanced and ethical news judgment and story development that incorporates multimedia.
2. Demonstrate a high level of storytelling skills that includes reporting, research, writing, editing, and advanced creation of visual elements.
3. Develop teamwork skills to operate in a complex, converged media environment.
4. Develop and design content for the Web to create engaging, informative converged media products that include print and visual storytelling.

Required Textbooks:

Online Journalism by Foust

Software Essentials for Graphic Designers by Mark Gatter

Required Supplies:

Everyone:

2-4 mini-DV tapes, Headphones, 4 AA batteries, 8GB Jump Drive (\$46, Office Depot)

One ream of white printer paper - Please put your name, paws id, course, and section number on the ream and turn in to 116 Journalism building. Your account will be locked if paper is not turned in by the second week of the semester.

What you will be doing:

Please note that this class will require a substantial time commitment in and outside of the classroom. Each student will be responsible for seven stories in their medium along with an accompanying Website. You will receive a grade for your media specific story -- in other words, print students will get a grade for their print story and broadcast students a grade for their broadcast story. Both print and broadcast students will also be responsible for producing Web content for a Website that explains, explores or adds value to the individual stories produced.

Each Web assignment will have specific parameters with growing complexity. A visual element or video will be a requirement in all Web assignments. A print version of the broadcast story will be required in all Web assignments. This grade will be based on how well your print and broadcast stories and visual elements work together, what added value content you have placed on the Website. If you want to see what the finished product is expected to look like, check out the New York Times or CNN Websites, which mix print, audio and video effectively.

All stories will be graded on how well you choose your sources and conduct your interviews, how well you organize and write the story, the news and/or entertainment value of your story, proper documentation, detail, depth and other factors outlined in class.

For video and visual elements, technical issues and poor visual storytelling will dramatically decrease grades. Even just one out-of-focus, incorrectly exposed or poorly framed shot will decrease a score by a letter grade. Multiple shots below broadcast standards will automatically result in a D or F for a story (See Broadcast Story Requirements below).

While the focus of this course is on solid journalistic storytelling -- grammar, spelling and style do count. Sloppy spelling and grammar will turn an A paper into a C real fast. Factual errors -- an incorrect name or title - will turn any grade into a zero. Bottom line: Don't make factual mistakes.

MOODLE & EMAIL:

Moodle is an extension of the class syllabus. Other course reading and assignment materials along with class changes will be published on Moodle and/or we will use Moodle to email everyone. Moodle and email are the most effective ways for us to get in touch with you. Check Moodle and your LSU email AT LEAST ONCE every 24-hours for class updates and information.

DEADLINES & ATTENDANCE:

Media deadlines are hard deadlines. A late story will receive significant grade reductions, if accepted at all. If you have not executed your project in a timely manner, equipment excuses WILL NOT be accepted as a reason to miss deadline!

Attendance in this class is mandatory and will be taken every class. Only those qualifying for excused absences (See LSU policy) will be allowed to make up quizzes and assignments. Additionally, make it a practice to be on time for class. As you continue in the business you will find time to be your constant companion.

Disabilities

Students with disabilities that may require some accommodation on the part of the instructor should discuss this with the instructor as soon as possible. The student should also contact the Office of Disabilities Services in Johnston Hall to obtain the necessary documentation to present to the instructor.

Unethical Behavior

There are several offenses that will get you fired on the spot in the working world. Media practitioners must uphold the highest ethical standards. The same offenses will get you a referral to the Dean of Student's Office for disciplinary action. Please note that we treat these offenses with the utmost seriousness and will initiate action based on the Manship School and LSU policy.

Plagiarism and Academic Misconduct

The LSU Code of Student Conduct is very specific on what is considered plagiarism. Plagiarism is "the unacknowledged inclusion, in work submitted for credit, of someone else's words, ideas, or data." This includes the use of video or pictures shot by anyone outside this class.

In this course, this means all video and pictures submitted must be shot by members of this class. No video/pictures from other sources will be accepted unless the course instructor approves it BEFORE the assignment due date. If video/pics from another source is approved and used, proper attribution must be given. Any violation of this policy can result in a charge of academic misconduct.

Non-negotiable Rules (may result in grade reductions and charges of academic misconduct)

- DO NOT take video/pictures from another source and portray it as your own.
- DO NOT take the words of other reporters, print or broadcast, and portray them as your own.
- NEVER quote anyone as having told you something if they did not, whether directly or as a background source. If you can't justify the source, don't use it.
- DO NOT interview friends, roommates or others, and portray them as someone they are not. Do not do man-on-the-street interviews with friends. Those interviews must be randomly selected. Avoid interviews with Manship School employees unless there is no other relevant person to interview for that particular story.
- WORK TURNED IN FOR THIS COURSE MAY NOT BE SUBMITTED IN ANY OTHER COURSE FOR CREDIT.
- All work must be completed using Manship School equipment unless you receive permission from the instructor PRIOR to use of the equipment.
- Follow all equipment and lab rules (no food or drink) regarding care and use of equipment. Violations of equipment policies may result in a lowered grade and a ban from equipment use (See Manship Equipment Policy below).

EVALUATION:

Peer critiques, Web quizzes/in-class Web assignments	15%
Story/Web Assignments 1-6	80% (75/25%)
Portfolio	5%

Grade Scale: 90+ =A 80-89.99= B 70-79.99=C 65-69.99=D below 64.99=F

CLASS SCHEDULE: Subject to change with in-class, email, or Moodle announcements. Quizzes & in-class assignments may be given on any class day.

Week 1 Tuesday Jan 13

Overview of class - ALL meet in 236 Hodges
Lecture: Effective Web Pages/Content across platforms
Assignment 1 Editorial Meeting

Thursday Jan 15

Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Readings/Intro to WordPress
Creating a Slide Show (Assignment 1 Web parameters)
Assignment 1 Editorial Meeting continued

Week 2 Tuesday Jan 20

ALL meet in 236 Hodges
Camera training – Everyone bring a tape!!!!!!
B-roll/Interview shooting exercise

Thursday Jan 22

Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Lab Day - Work on Assignment 1 in class

Week 3 Tuesday Jan 27

Assignment 1 DUE at the end of class

Thursday Jan 29

ALL meet in 236 Hodges
Assignment 2 Editorial Meeting
Avid training begins - Bring B-roll/Interview tape

Week 4 Tuesday Feb 3

ALL meet in 236 Hodges
In-class critiques
Avid training continues – Bring tape

Thursday Feb 5

Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Readings/Web critiques
Posting video to the Web/Assignment 2 Web parameters

Week 5 Tuesday Feb 10

Lab Day - Work on Assignment 2 in class

Thursday Feb 12

Assignment 2 DUE at the end of class
Please make an appointment Thursday or Friday to meet with Jay and
Andrea to discuss Assignment 3 (real time) story ideas

- Week 6 Real Time Assignments (3) all this week!!!! All should be complete by Friday!
Tuesday Feb 17
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
In-class critiques
Web: Readings/Web critiques/Voicing a Slide show/Introduction to Flash
Assignment 3 Web parameters
Thursday Feb 19
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
In-class critiques
Web: Readings/Web critiques/Voicing a Slide show/Intro to Flash
Assignment 3 Web parameters
- Week 7 Tuesday – No class, Mardi Gras
Thursday Feb 26
Web portion of Assignment 3 DUE at the end of class.
(Real times should be complete, this is the Web only deadline)
- Week 8 Tuesday March 3
All meet in 236 Hodges
Assignment 4 Editorial Meeting
Discussion on requirements - pkg for print, long form print for broadcast
Thursday March 5
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
In-class critiques/Avid audio training
Web: Critiques/Flash continued (Assignment 4 Web parameters)
- Week 9 Tuesday March 10
ALL meet in 236 Hodges
Thursday March 12
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Flash continued
- Week 10 Tuesday March 17
Assignment 4 DUE at the end of class
Thursday March 19
ALL meet in 236 Hodges
Editorial Meeting for Assignment 5
- Week 11 Tuesday March 24
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Flash continued (Assignment 5 Web parameters)
In class critiques
Thursday March 26
ALL meet in 236 Hodges

- Week 12 Tuesday March 31
Lab day – Work on Assignment 5 in class
Thursday April 2
Assignment 5 DUE at the end of class
- Week 13 Spring Break – No class
- Week 14 Tuesday April 14
ALL meet in 236 Hodges
Assignment 6 Editorial Meeting
Thursday April 16
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Flash & SQL/Assignment 6 Web parameters
In-class critiques
- Week 15 Tuesday April 21
Lab Day – Work on Assignment 6 in class
Thursday April 23
Assignment 6 DUE at the end of class
- Week 16 Tuesday April 28
Group 1 meet in 107 Journalism Bldg
Group 2 meet in B11 Hodges
Web: Using Flash in your Portfolio
Work on Portfolio in class
Thursday April 30
Assignment 7 Portfolio Due at beginning of class
Industry Interviews Thursday and Friday

Manship School of Mass Communication Broadcast Equipment Policies & Procedures

- Only students currently enrolled in Manship broadcast classes are allowed to checkout and use the equipment.
- The equipment lab is open Monday through Friday from 8:00 a.m. to 4:30 p.m. However, students man the lab and an updated schedule will be posted every new semester. Please notify your instructor immediately of any deviations from the posted schedule.
- Please allow adequate time to check the equipment back in. For example, arriving at 4:25 is cutting it too close. There will be no unattended drop offs. You must be present as the lab monitor checks back in each piece of equipment.
- Equipment may be checked out for three hours at a time.
- Overnight and/or weekend check out is available, however only with written/e-mail consent of the instructor. The cameras cannot be checked out for overnight use until 4:00 p.m. The cameras must be returned by 8:00 the next morning.
- You sign for and take responsibility for the equipment when you check it out. It is in your best interest to turn in the equipment back in yourself.
- Do not leave equipment in unprotected areas where it can be stolen or damaged. For example, take the equipment inside your home. DO NOT leave it in a car or the car's trunk.
- Do not "lend" equipment to fellow students. If they lose or damage anything, YOU are the one who is financially responsible.
- You may reserve cameras. However if you do not pick up the camera within 20 minutes of the reserved time, you may lose the reservation.
- If you are running late for a reservation or turning in the camera, please call the lab monitor at 578-3280. However, habitual tardiness will not be tolerated and may be considered a violation.
- Do not mishandle, misuse, neglect, or break the equipment. Not only are you financially responsible for it, but a severe grade reduction may also result. This is up the instructor's discretion.
- Check that all equipment is in proper working order and that all parts are present BEFORE you check it out. You will have to check a box next to a sentence that says all equipment was working at the time of check-out. This box, along with your signature, confirms the equipment was in good working condition when you checked it out. The excuse "it was like this when I got it" is not acceptable.
- We expect normal wear and tear on the equipment. If there is a malfunction, please do the following: 1) tell the lab monitor, 2) e-mail John Friscia, broadcast engineer at friscia@lsu.edu, and 3) e-mail your instructor. If you turn in the equipment and do not report a malfunction, that is considered a violation of the rules. If we don't know about a problem, we can't fix it. Be considerate of those who are checking out the equipment after you.

- Do not use equipment for ANY purposes other than mass communication broadcast class work.
- Please adhere to any other equipment rules specifically outlined by your broadcast instructor.

Consequences for Violations

- When a violation of any of the above rules occurs, the lab monitor will automatically e-mail you and your instructor.
- The **first** violation will result in a 1-week (7 day) suspension from use of equipment.
- The **second** violation will result in a 2-week (14 day) suspension from use of equipment.
- A **third** violation will result in an undetermined consequence – based on the discretion of the instructor and the broadcast engineer.
- **ANY VIOLATION OF ANY OF THE RULES, WHETHER IT IS THE FIRST VIOLATION OR THE THIRD, MAY RESULT IN SEVERE GRADE DEDUCTIONS AT THE DISCRETION OF THE INSTRUCTOR.**

******Please note – any violation MAY result in grade reductions******

WORD CHOICE	<p>The following words are often confused or misused in writing. Make sure you understand the difference:</p> <ul style="list-style-type: none"> • Accept, except • A lot • All right • Affect, effect • Among, between • Anxious, eager • Because, since • Farther, further • Fewer, less • Its, it's • Media, medium • Principal, principle • Stationary, stationery 	
ACTIVE/PASSIVE VOICE	<p>Verbs are either <i>active</i> or <i>passive</i> in <u>voice</u>. In general, active voice is preferred because it focuses the reader's attention on the "doer of the action." Active voice is also more concise because it usually involves fewer words.</p> <p>Although there are situations where passive voice is correct, reliance on passive voice produces a cumbersome text.</p>	<p>Active: The executive committee <u>approved</u> the new policy.</p> <p>Passive: The new policy <u>was approved</u> by the executive committee.</p>
ANTECEDENT/PRONOUN AGREEMENT	<p>A pronoun usually refers to something earlier in the text (its <u>antecedent</u>) and must agree in number — singular/plural — with the thing to which it refers.</p> <p>Also, please note that countries and organizations are NOT people. In a sentence where a country or organization is the subject, the second reference is to "it" (singular) and "its"</p>	<p>Incorrect: If a student loses their books, they should go to lost and found.</p> <p>Correct: If students lose their books, they should go to lost and found.</p> <p>Incorrect: Russia sold all of their gold, and they later regretted doing so.</p> <p>Correct: Russia sold all of its gold, and it later regretted doing so.</p>

	(singular possessive).	
PARALLEL CONSTRUCTION	<p>An article or a preposition applying to all the members of a series must either be used only before the first term or else be repeated before each term.</p> <p>Correlative expressions (both, and; not, but; not only, but also; either, or; first, second, third; and the like) should be followed by the same grammatical construction.</p> <p>When making comparisons, the things you compare should be couched in parallel structures whenever that is possible and appropriate.</p>	<p>Incorrect: The French, the Italians, Spanish and Portuguese</p> <p>Correct: The French, the Italians, the Spanish and the Portuguese</p> <p>Incorrect: It was both a long ceremony and very tedious.</p> <p>Correct: The ceremony was both long and tedious.</p> <p>Incorrect: My income is smaller than my wife.</p> <p>Correct: My income is smaller than my wife's.</p>
ATTRIBUTION/CITING	<p>Presenting ideas and phrases from another writer as your own is plagiarism and is unacceptable.</p> <p>In journalistic writing, attribution is indicating your source for a piece of information. You must attribute any judgment or opinion statements. You should not attribute known facts.</p>	
PUNCTUATION OF QUOTES	<p>Commas and periods always go inside quotation marks. Semi-colons and colons do</p>	<p>"I like to go swimming," she said, "but I am afraid of</p>

	not go inside quotation marks. If a statement ends in a quoted <u>question</u> , allow the question mark within the quotation marks suffice to end the sentence. On the other hand, if a question ends with a quoted statement that is <u>not</u> a question, the question mark will go outside the closing quotation mark.	getting sunburned." May asked her daughter, "Who are you going out with tonight?" Who said, "Fame means when your computer modem is broken, the repair guy comes out to your house a little faster"?
SUBJECT/VERB AGREEMENT	Singular subjects need singular verbs; plural subjects need plural verbs.	My brother <u>is</u> a nutritionist. My sisters <u>are</u> mathematicians.

For more help with writing style, the following Web sites are recommended:

The Guide to Grammar and Writing - <http://grammar.ccc.commnet.edu/grammar/>

The Online Writing Lab (OWL) at Purdue University - <http://owl.english.purdue.edu/owl/>