

SHAW UNIVERSITY
Mass Communications
Reporting and Writing II MCO 321 (3 credit hours)
Tuesdays/Thursdays 9:30am-11:45am

Instructor: David Marshall, Ph.D.
Office: Cheek Learning Resources Center
Classroom: MCO Smart Classroom
Office Hours:
 Mon: 04:00-09:00 P
 Tues: 04:00P-09:00P
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Mass Communications Mission Statement

The mission of Shaw University’s Department of Mass Communications is to educate students to think and act as responsible professionals and ethical citizens in a global community. We desire to work personally with students to prepare them for career opportunities and leadership in our technical society- with an emphasis in new media and develop effective communicators on paper, on air, and online.

Mass Communications Program Goals

1. Provide students with appropriate training for careers in mass communications.
2. Provide an intellectual climate for students to evaluate, interpret, and analyze issues related to mass media as those issues relate to leadership and professional responsibility.

Course Description:

This course is designed to refine writing skills of students who have taken Writing and Reporting I. Students will be asked to participate in exercises that will culminate in advanced journalism media products. This course will emphasize multi-media journalism.

Student Learning Outcomes:

Student Learning Outcomes	Assessment of Student Learning	Linkage to Program Learning Outcomes.
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At the completion of this course, students will be able to:	Outcomes (Assessment Tools)	
Demonstrate they have written at least 10 instructor approved and published stories in The Bear Facts, The Triangle Tribune or another real world publications	Final portfolio of published work	2,3
Pass an AP style exam	Exam	2
Explain and discuss current events	Exam Questions, Major Writing Assignments,	4
Apply the concept of balance when pursuing news stories	Final portfolio of published work	3
Be conversant with how journalism relates to other courses of study in the university	Exam Questions, Major Writing Assignments	1,

Required Text:

Carole Rich, Writing and Reporting News 5th Edition

Supplemental Text

AP Style Book.

Materials Needed:

All students in the class must purchase or have access to their own digital video camera. Students will also need to have access to their own digital voice recorder.

Course Requirements:

The final grade for this course will be assessed based on the evaluation rubric below: Following there will be a definition of assignments needed to successfully navigate this course.

Beat Assignments	45%
Shadow Day	15%
Tests	20%
Assignments	5%
Portfolio	10%
Class Participation	5%

The following grading scale will be used: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 59 and below
 Note: The minimum passing grade for students with a major in the Department of Mass Communications is C.

1. Class Participation 5% Students are expected to actively participate in a positive manner in the learning process. Participation includes: demonstrating critical thinking, active learning, development and use of listening and speaking skills needed for career success, and the ability to join a discipline’s conversation.

Student Participation Rubric

Criteria	Exemplary 5	Outstanding 4	Satisfactory 3	Adequate 2	Unsatisfactory 1
Interaction/ participation in classroom learning activities	Demonstrates critical thinking skills, evidence that student read assigned material, asks focused and appropriate questions, always interacts, responds regularly to questions; freely volunteers opinions, initiates appropriate questions, does not dominate discussion	Demonstrates beginning critical thinking skills, some evidence that student read assigned material, often interacts in class; responds often to questions, often volunteers opinions, contributions less developed and focused contributions	Occasionally, demonstrates critical thinking skills, occasionally interacts and responds to questions when prompted, contributions not as clearly focused, contributions lack focus, rambling, or tangential, questions sometimes digressive	Rarely demonstrates critical thinking skills, rarely participates or volunteers point-of-view, provides minimal answers when called upon, does show interest in class and discussion, some evidence that material was read	Does not participate or respond to questions; almost never volunteers to contribute or provide information, little or no evidence that read assigned material or completed assignments, may be disruptive to class
Engagement in the electronic/ email learning forum	Demonstrates competency in using electronic/email, including Blackboard learning forum assignment. Completes all tasks for every assignment within allotted time, provides complete written comments related to assignments or tasks, follows directions accurately of assignment or task	Follows directions with minimal difficulty, most of time no difficulty accessing and using electronic learning forum	Misses no more than two assignments, minimal difficulty accessing and using electronic learning forums	Misses more than two assignments. Some difficulty accessing and using electronic learning forums	Never logs onto Blackboard or check email, assignments not completed, no demonstrated competency in using electronic learning forum
Professional attitude and demeanor	No disruptive classroom behavior, no cell phones or electronic devices during class, respectful and courteous to others, recognizes and respects other students’ points-of-view, alert in classroom,	Rarely disruptive and disrespectful on rare occasions, alert in the classroom on most occasions, enthusiastic most of the time, no cell phones or electronic devices	Minimally disruptive and disrespectful, sometimes lethargic in the classroom	Disruptive and disrespectful, rarely enthusiastic	Not respectful and courteous, alert or enthusiastic in the classroom

	enthusiastic for work				
Punctuality	0-2 times tardy	3-4 times tardy	5-6 times tardy	7-8 times tardy	9-10 times tardy

2. **Shadow Day 15%:** Students will be expected to spend the equivalent of one class period with a mass media professional of their choosing in the area to shadow. The goal of this project is to learn how that professional intersects with the news. Students will do a presentation based on their experiences.

3. Tests 20% each

A basic measure of student knowledge retention comes in the form of examinations. These are a necessary tool not only for the instructor but also the student to identify areas of strength and improvements. This course will have at least three exams: a midterm, a final and third exam. All exams will be comprehensive meaning content discussed in class, assigned readings, supplemental readings, in class and outside class screening.. Exams are essay based and could have multiple solutions. Your objective during the exam is to apply your knowledge base to any given scenario within the context of this course. Make up exams will not be offered.

4. Assignments 5%

These are in class or out of class exercises to help strengthen story writing skills.

5. Portfolio 10%

The portfolio is a professional presentation of your work using some multimedia element.

Class Attendance: The attendance policy printed in the Shaw University Undergraduate Catalogue will be enforced. When a student is unable to attend class, it is the student's responsibility to call the professor in advance, whenever possible. It is the student's responsibility to obtain the notes, handouts, or other material for the missed class. Students remain responsible for all assignments due during the missed class. An absence does not excuse the student from any work or due dates.

Attendance will be taken at the beginning of each class and students not present at that time will be marked absent. Students who come in late are required to inform the instructor immediately following that class period in order to be counted late rather than absent.

Class attendance is mandated for all Shaw University students. Students are responsible for attending class on time and adhering to the University's Class Attendance Policy. The Attendance Policy is printed in the Shaw University Undergraduate Catalogue and shall be enforced. Each student is allowed as many unexcused absences per semester as the class meets per week.

Time Class Meets Per Week	Unexcused Absences Allowed
3	3
2	2
1	1

Students who exceed the number of unexcused absences run the risk of failing the course. Though a 4th absence is not a guarantee of a failing grade, one simply cannot pass a course with excessive absences. If a student arrives at 5 unexcused absences, that student will be reported to the department chair with a recommendation that the student receive a grade of WF (withdrawal failure) for the course. If you foresee your attendance in this course to be a problem it is strongly recommended that you withdraw immediately.

Course Plagiarizing/Cheating:

Plagiarism (using another’s work as your own, whether you put it in your own words or keep it in the original words) and cheating are serious offenses and will be treated as such. A student who plagiarizes or cheats – whether giving or receiving information – will receive a grade of zero on that particular exam or paper, and **WILL** receive a grade of F for the course.

If you have questions about the concept of plagiarism talk with your instructor.

COURSE POLICIES

Rules of order:

- * As this class will deal a lot with how your classmates see the world, keep in mind their world view may be radically different from yours. Please feel free to raise alternate arguments, however, please do not launch any personal attacks because others hold views different from yours. Let’s put good listening skills to work in this class called communication!
- * All assignments will be issued through Blackboard. You need to have a Shaw Bears email account as that will be the official email that I will use to contact you. Please monitor this site daily and watch for important updates and announcements.
- *In this class, we will honor all rules and regulations set out by Shaw University concerning academic dishonesty. You are expected to do all of your own work. No work done for another class may be turned in for this class. Please consult the university’s policy on plagiarism. We will talk about this in class. Academic misconduct is subject to referral to the Office of Student Affairs . The grade penalty for plagiarism will be an F (No credit) on the assignment.
- *Attendance is vital. Please do not make any appointments during class time. Even if absences are excused, missed work is not.
- * No late work will be accepted in this class. You are always welcomed to turn in projects early.

*All assignments must be typed and professionally presented. Substandard work even, that which is completed on time will not be accepted. Get an early start on all assignments.

*If you are a student needing special assistance because of disability recognized by Shaw U. Please see me.

The syllabus and all other matters of course procedure are subject to change based on the progression of the class and other unforeseen circumstances. In the even of any changes, you will be given sufficient notice. It is your responsibility to be aware of these changes.

Please if there are questions about the class procedure or assignments, contact me right away and we can discuss your concerns!!

CELL PHONES, PAGERS, TWO-WAYS, I Pods and other portable electronic devices are strictly prohibited during class. Students must deactivated these devices prior to class starting unless there is an eminent life changing event that can be documented by a medical personnel or the university. 1st offense you will receive an oral warning and your phone will be collected and answered in class. 2nd offense will result in written warning and may result in phone being collected and turned over to the Vice President of Student Affairs. A 3rd offense will result in the student dropped for the course receiving a final grade of an F. Students are permitted to use laptop computers for the purposes of taking notes, audio visual presentation devices, and internet search tools during academic class instruction.

Unauthorized use of internet will not be tolerated. Unauthorized use is defined as web surfing during class time, use of internet during closed book exams, installing software applications without the written approval of ITS. Individuals proven responsible for such infractions are subject to punitive action by the instructor and the university.

Student Classroom Decorum Expectations

To enhance the learning atmosphere of the classroom, students are expected to dress and behave in a fashion conducive to learning in the classroom. More specifically, students will refrain from disruptive classroom behavior (i. e., **talking to classmates, disrespectful responses to teacher instructions; swearing; wearing clothes that impede academic learning such as but not limited to, wearing body-revealing clothing and excessively baggy pants; hats/caps, and/or headdress**). Students will turn off telephones prior to entering the classroom. Students who exhibit the behaviors described above, or similar behaviors will be immediately dismissed from class at the third documented offense. The student will be readmitted to class only following a decision by the department chair. The student may appeal the decision of the department chair to the Dean of the College offering the course, and, subsequently, to the Office of the Vice President for Academic Affairs, and then to the President of Shaw University. The decision of the President will be final. Failure to follow the procedures herein outlined will result in termination of the appeal, and revert to the decision of the department chair.

Each behavior construed by the teacher/professor as non-contributive to learning will be recorded, properly documented, and appropriately reported to the student and to the chair of the academic department offering the course. The report will be in written form with a copy

provided to both the student and the department chair. The faculty member should retain a copy for his/her own records.

Additional student behavior codes may be found in Student Affairs.

Schedule of Classes

Week 1 1/5

Class Introduction

Week 2 1/20 and 1/22

Inauguration and Political Coverage

Readings: Rich Chapter 19

Week 3 1/27 and 1/29

Tuesday NBC 17 Lecture - MyNC.com

Multi-media Journalism

Readings Rich Chapter 12

Week 4 2/3 and 2/5

Test #1 2/5

Week 5 2/10 and 2/12

Broadcast Writing and Reporting

Readings: Rich Chapter 11

Week 6 2/17 and 2/19

Portfolio Prep

Readings Rich Chapter 23

Week 7 2/24 and 2/26

Global Journalism

Readings: Rich Chapter 16

Week 8 3/3/ and 3/5

Midterm Week

Midterm 3/5

Week 9 3/10 and 3/12

More Government

Readings; Rich Chapter 19

Week 10 3/17 and 3/19

Test #2 3/19

Week 11 3/24 and 3/26

Shadow Day Week Schedule

Week 12 3/31 and 4/2

Crime Reporting

Readings Rich Chapter 20

Week 13 4/7 and 4/9

Shadow Day Reports Due

Week 14 4/14 and 4/16

Easter Break No Classes

Week 15 4/21 and 4/23

Final Exam Week for May Graduating Seniors

***Final Grades due April 29th**

Final 4/23

Portfolios Due 4/23

Week 16 4/28 and 4/30

4/30 is the last day of classes for everyone other than May Graduates

Final Exam Week 5/4-5/7

News Writing and Reporting Rubric

Objectives	Accomplished 5 points	Skilled 4 points	Developing 3	Needs improvement 2 points or less
Effective & Appropriate Lead	Lead is original and catchy; fits well with the rest of the story; invites readers into the piece; contains a strong nut graph if lead is not a summary lead	Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; contains an effective nut graph, if necessary	Lead is adequate but not extremely catchy or original; or there is no nut graph, even though it is necessary	Lead is neither original nor catchy; is boring, overused or trite, or is inappropriate to story; no nut graph
Adequate Use of Primary Sources, Mainly Interviews	Evidence of reporter trying to get as many sources as necessary to adequately present all sides in the story; all are identified; info is properly attributed; all info is accurate, thorough; uses best sources	A minimum of three sources are used and clearly identified in story; most information is attributed to sources; information is accurate	Two or fewer sources are used; some sources are improperly identified or some info or opinion is given without attribution; most info is accurate but may not be as thorough; missing key sources; may use too general info	One or fewer sources used in story; or sources are improperly identified; much info is given without attribution; inaccurate or vague info
Quotes Show Evidence of Careful Reporting	Strong evidence of good research and interviewing by the use of effective, story-telling quotes that cover a broad range of the topic; good use of quote-transition formula	Most quotes show evidence of effective interviewing and use of good follow-up questions; quotes are interesting and story-telling	One or two of the quotes show evidence of good interviewing, but most do not help propel the story	Quotes are short, weak or ineffective; no evidence of follow-up questions being asked
Effective Organization and Flow (deals with structure)	Story is in inverted pyramid form with info in descending order of importance; strongly organized with clear transitions and logical connections that create a sense of being tightly woven together	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt or story is not in inverted pyramid	Story lacks strong organization, jumps around too much or lacks effective transitions; not in inverted pyramid	Story is choppy; organization is unclear; few effective transitions; not in inverted pyramid

Clear Focus and Unity (deals with content)	Focus of story is clear; nothing detracts from primary focus; everything contributes to overall angle	Focus is fairly clear but on or two areas detract from the primary angle	Story lacks strong sense of unity and focus; several areas seem to detract from angle	No clear angle; story is rambling and awkward
Interesting & Effective Writing Style	Writing is strong and effective with a clear voice and a variety of sentence structures; piece is tightly written; utilizes active verbs and vivid word choice; original writing	Writing is adequate but not extremely compelling or original; may be wordy or voice may be unclear; diction and s/s may not be as vivid or sophisticated	Writing is rather bland; lacks a clear voice and/or sense of originality; is wordy or redundant; or diction &/or sentence structure may be repetitive	Writing lacks a clear voice and original style
Journalistic Style	NO errors in journalistic style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); short paragraphs; quotes stand alone	Has few (one or two) errors in journalistic style; or may have non-journalistic paragraph structure	Has several errors in journalistic style or non-journalistic paragraph structure	Has many errors in journalistic style and/or non-journalistic paragraph structure
Grammar and Spelling	Story is well edited and virtually flawless; NO spelling errors; includes the proper spelling of all names	Story is spell checked and all names are correct; contains few grammatical errors	Story is spell checked and all names are correct; contains several grammatical errors	Names are misspelled; or spell check was not run; or contains many grammatical errors
Visuals	Provided appropriate media to story and media is well composed	Provided solid media but could have found a better fit	Missed one of the criteria	Media lacks connection to story and poorly composed

TOTAL _____/45