

Course Information

Number:	CO235
Name:	Journalism
Description:	In this course, students examine the principles and practices of writing news for print and electronic media. They develop stories from start to finish, initiating news concepts and then gathering news through research and interviews, evaluating these sources, checking facts, weighing ethical considerations, writing, and revising stories. Students produce actual news pieces (local and sporting news, as well as an in-depth feature piece).
Credit(s):	3
Offered (DAY schedule):	
Instructor Permission Required:	N
Pre-Requisite(s):	EH111 EH112

Course Objectives

After completing this course, students will be able to: (a) Identify typical print journalism genres; (b) Apply rhetorical concepts such as audience and purpose in analyzing these genres; (c) Explain the differences between traditional and contemporary journalism; (d) Critically assess the effectiveness of print and digital formats for both traditional and contemporary journalism; (e) Demonstrate skills in writing copy for two or more genres of journalism; (f) Identify and evaluate editorial and commercial strategies for adapting to new technologies and the new journalism.

CO235 JOURNALISM Fall 2018 *Online*

Dr. Robert Bruce Kelsey

Office: AD111 Campus Phone: 859-1331 Campus Email: kelsey@thomas.edu

Required Text(s) *none*

Required Software Microsoft Office is the preferred platform for this course.

Papers must be submitted in DOC, DOCX, or RTF formats.
Slide sets must be submitted as MS PowerPoint files or PDFs

Course Overview

This course surveys the broad and dynamic field of journalism, from traditional news reports to hybrid multi-media forms. Topics include the principles of traditional news reporting, how new communication technologies are changing how we perceive, receive, and evaluate “news,” design and production of both print- and web-based periodicals, and writing for publication.

Addendum for this online instance:

Due to the change from live class to online with no time for new development, this course instance will use the same curriculum and assets developed for the Thomas-Skowhegan High School Dual Enrollment Journalism course. These assets emphasize writing for production rather than media ecology (which at Thomas has been addressed in CO111 as will be covered again in CO335 and CO337). This course instance does, however, include a major project of the student’s choice that allows tailoring the course content to their Program needs and professional interests.

Course Objectives

After completing this course, students will be able to:

- Identify typical print journalism genres;
- Apply rhetorical concepts such as audience and purpose in analyzing these genres;
- Explain the differences between traditional and contemporary journalism;
- Critically assess the effectiveness of print and digital formats for both traditional and contemporary journalism;
- Demonstrate skills in writing copy for two or more genres of journalism;
- Identify and evaluate editorial and commercial strategies for adapting to new technologies and the new journalism.

Course Topics

A detailed, weekly schedule will be available on Moodle.

Topical Outline

Journalism Then and Now

Technology, Commercialization, and Engagement

Visual and Information Design

Print vs. Online Environments

Segment Two: Writing for Publication

News story types

Press Releases

Reviews

Editorials

Final Project in another genre (e.g., feature story)

Course Activities and Evaluation

Segments and class participation are weighted in the final grade for the course as follows:

Student critiques	20%
Press Release, Review, Editorial	40%
Final Project	40%

How do I communicate with the professor?

Our official and only communication mechanism outside of class is Thomas Outlook accessed via your personal computer or a Thomas desktop.

Depending on the assignment, papers may be handed in in hardcopy, or emailed to me, or submitted to a Moodle drop box.

Submitting Writing Assignments

Submit in DOC, DOCX, or RTF format

E-mails to Instructor

Submitting written assignments via e-mail:

- Subject line indicates assignment (e.g.: "Instructions Draft")
- **Do not include questions or comments in the e-mail text area**

Submitting questions or comments or requests:

- Subject line describes content & action (e.g., "Question about Proposal format")

Course Policies

Note: Your continued enrollment in this instance of this course signifies your acceptance of these policies.

What are my responsibilities in this course?

Prepared Attendance

Students are expected to attend class, to attend to and to participate in class discussions, and to participate in class activities such as peer reviews or group projects.

Timely completion of assignments

Students are expected to complete assigned readings, exercises, writing assignments, and presentations by the due date listed in the course schedule (available in hardcopy and/or Moodle).

Obtaining support as necessary

In addition to the academic support provided by Peer Mentors and Tutors, students are expected to pursue at their own initiative other support as required:

1. Students with disabilities or learning differences who need academic accommodations should contact Lisa Desautels-Poliquin, Vice-President of Student Affairs, at desautelsl@thomas.edu or 859-1243.
2. Free, confidential counseling services are available to all fulltime day students. To schedule an appointment email Carol Jollotta, LCSW at counselor@thomas.edu.
3. Many faculty members including myself have designated their offices as Safe Zones for students seeking informal support for lifestyle, spiritual, or social challenges.

What are the penalties for late work?

Unless there is a legitimate excuse, homework and project deliverables are due by the due date established in the course schedule. If a student either fails to meet assignment deadlines or submits inadequate work, I may at my discretion force the student to withdraw from the course.

Students involved in College sponsored sports or educational activities that conflict with this course may incur additional absences without penalty IF they notify me in advance of the schedule conflicts AND all work required to meet course/project deadlines are met.

An excused absence does not excuse the student from assignment deadlines.

What are legitimate excuses for missing class or a due date?

Students should notify me as soon as possible if any of these events occur, since they legitimize absences and remove penalties for late work:

- Hospitalization or death of immediate family member
- Armed forces or emergency response duties
- Local emergency/disaster
- Documented chronic illness, personal or family emergency situation.

How are Academic Honesty and Plagiarism defined in this course?

Students in this course are expected to adhere to the College standards regarding academic honesty. Plagiarizing another person's work (even that of a fellow student) violates Thomas College's Academic Dishonesty policy.

In this course, plagiarism is defined as presenting someone else's words or ideas or images, without attribution and, when appropriate, quotation marks.

Examples of Plagiarism

For example, you plagiarize when you:

Use phrases, sentences, paragraphs or complete texts from someone else's published work, in any media and in any form, without accurately citing that source and/or (for text) without using quotation marks. This includes Open Source materials.

Use ideas from someone else's published work other than the course textbook(s), in any media and in any form, without accurately citing that source and/or without using quotation marks. This includes Open Source materials.

Use phrases, sentences, paragraphs or complete texts from someone else's answers to homework assignments regardless of citing the source.

Use images obtained from any source other than your own camera or graphic application without accurately citing that source and/or without using quotation marks. This includes internet archives, internet image repositories, and Open Source materials.

There are two exceptions:

Including without citation or quotation marks standard usage or colloquial phrases and technical terms or phrases. For example, sports journalism uses stock verbs and adjectives to describe players and plays; use of these terms would not constitute plagiarism.

Using quotes but failing to provide references in the correct format (an error in citation format is not an act of plagiarism).

Penalties for Plagiarism

For the first instance of plagiarism, the student will receive zero points for the work in which the plagiarism occurs. If the assignment is an examination, no makeup exam will be offered. If the student plagiarizes in any subsequent assignment, the student will be forced to withdraw from the course and at instructor's discretion the incident may be reported to Academic Affairs.

Can I earn extra credit in this course?

Several Programs at Thomas regularly sponsor student-led research efforts that require Thomas student participants. Students in this class may earn 5 additional points, to be added to their lowest score for any exam or paper, by participating in any course-sanctioned research efforts undertaken by students in Psychology, Communications, or Criminal Justice.

CO235 JOURNALISM SYLLABUS FA2016

Dr. Robert Bruce Kelsey

Office: AD1111 Campus Phone: 859-1331 Campus Email: kelseyr@thomas.edu

Required Text(s) *none*

Required Software Microsoft Office is the preferred platform for this course.

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Slide sets must be submitted as MS PowerPoint files or PDFs

Course Overview

This course surveys the broad and dynamic field of journalism, from traditional news reports to hybrid multi-media forms. Topics include the principles of traditional news reporting, how new communication technologies are changing how we perceive, receive, and evaluate “news,” design and production of both print- and web-based periodicals, and writing for publication.

Through class discussions and workshops, students discover the techniques used in various genres (news, features, reviews, editorials, advertising), and then develop copy in several of these genres as part of their final portfolio of work in the course. The course work includes research projects in which students perform a competitive analysis of print and digital “news” providers and evaluate how well these companies are adapting to the challenges of the new journalism.

Course Objectives

After completing this course, students will be able to:

- Identify typical print journalism genres;
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- Explain the differences between traditional and contemporary journalism;
- Critically assess the effectiveness of print and digital formats for both traditional and contemporary journalism;
- Demonstrate skills in writing copy for two or more genres of journalism;
- Identify and evaluate editorial and commercial strategies for adapting to new technologies and the new journalism.

Course Topics and Deliverables

A detailed, weekly schedule will be available on Moodle.

Topical Outline

Convergence, Consumers, and the “New” New Journalism

Media Ecologies

Print

Online

Survival of the Different: Provider Adaptation

Writing for Publication

Editorials

Press Releases

Reviews, Features,

Deliverables

Presentations on ecologies of print and online journalism

Analytic paper on marketing and differentiation in the online environment

News stories, editorial, press releases

Final portfolio project

Course Activities and Evaluation

Segments and class participation are weighted in the final grade for the course as follows:

Ecology segment	30%
Differentiation paper	20%
Editorials & Press Releases	20%
Capstone Project	30%

Grade	Explanation
A	<i>Expert.</i> Work meets or exceeds assignment requirements, applies course material in innovative or creative ways, and consistently meets the criteria of academic or professional written communication.
A-	<i>Masterful.</i> Work meets assignment requirements, applies course material in a careful, considered fashion, and generally meets the criteria of academic or professional written communication.
B+	
B	
B-	<i>Acceptable.</i> Work meets assignment requirements, demonstrates basic understanding of course material, and meets minimum standards of American English.
C+	
C	
C-	

D+	<i>Developing.</i> Work does not meet all assignment requirements and/or work does not adequately demonstrate understanding of course material; work does not meet minimum standards of American English.
D	
F	<i>Unacceptable.</i> Work fails to meet assignment requirements, and/or indicates lack of understanding of course material; work does not meet standards of American English.

Course Policies

Course Communication

Our official and only communication mechanism outside of class is Thomas Outlook accessed via your personal computer or a Thomas desktop.

Forwarding your Thomas Outlook email to your phone is not advised as this may result in the loss of email or loss of attachments.

Phone forwarding is not an excuse for late work, missing work, or failure to keep up with course emails and schedule changes.

Late Work Policy

- Unless there is a legitimate excuse, missing a speech will result in 0 points for that assignment. Late homework such as scripts is not accepted.

Legitimate Excuses

- Hospitalization or death of immediate family member
- Armed forces or emergency response duties
- Local emergency/disaster
- Documented chronic illness, personal or family emergency situation.

Submitting Writing Assignments

- Submit in DOC, DOCX, PPT, PPTX, PDF, or RTF format

E-mails to Instructor

Submitting written assignments via e-mail:

- Subject line indicates assignment and status (e.g.: “Company / Situation Description”)
- **Do not include questions or comments in the e-mail text area**

Submitting questions or comments or requests:

- Subject line describes content & action
 - “Question about slide set format”

Academic Honesty

Students in this course are expected to adhere to the College standards regarding academic honesty. Any violation may result in a penalty ranging from failure on the assignment to failure for the course. For more information, please see the College catalog.

Plagiarism in this course is defined as use of any graphic without attribution, and use of five (5) or more words in the same sequence as the source without attribution AND quotation marks. Typical exceptions are titles, common phrases, technical / professional terms and phrasings.

Support

Students with disabilities or learning differences who need academic accommodations should contact Lisa Desautels-Poliquin, Vice-President of Student Affairs, at desautelsl@thomas.edu or 859-1243.