

# Online Journalism

## JOUR3340.001 – Spring 2015

University of North Texas

Mayborn School of Journalism

Class Time: Tu/Th 12:30 p.m. - 1:50 p.m., GAB 319

---

---

Professor: Neil Foote

Office: GAB 102

Phone: 214.448.3765 E-mail: foote@unt.edu

Office Hours: Tu /Thursday 11 a.m. to Noon or by appointment

### Required Texts:

- George-Palilonis, Jennifer (2012) *The Multimedia Journalist*, Oxford University Press **(MJ)**
- McAdams, Mindy (2010) *Guide to Multimedia Proficiency*, University of Florida. FREE download: <http://www.jou.ufl.edu/faculty/mmcadams/PDFs/RGMPbook.pdf> **(RGMP)**
- Sparks, John (2014) *365 Ways to Go from Good to Great on Twitter* **(365)**
- In addition to the assigned regular class readings, you will be held responsible for keeping up with the latest articles from “SmartBrief on Social Media”. Sign up for the daily email at: <https://bit.ly/SocialSmartBrief>
- Additional readings available via email, in class or on Blackboard Learn

### Recommended Reading:

- Briggs, Mark (2012) *JournalismNext, A Practical Guide to Digital Reporting and Editor*, CQ Press
- Briggs, Mark (2011) *Entrepreneurial Journalism: How to Build What's Next for News*, CQ Press
- Additional readings will be made available online.

### Recommended “tools”:

- Jump drive/Flash Drive with Min. 2GB or more, to store images and/or video files; or
- External hard drive
- Virtual storage (e.g. Google Drive, DropBox, etc)

### Course Objectives:

By the end of this class you will:

- Learn how traditional media has transformed from analog to digital
- Learn how to write for the web and understand the fundamentals of multimedia storytelling
- Learn how to post content – text, pictures video and audio – on the web

- Learn fundamentals of capturing, shooting and editing audio, still pictures and video for web publication
- Understand the basic concepts of how journalists can use social media as a tool to report, curate and distribute news – text, images, and video
- Publish a final website project showcasing your reporting, writing and multimedia storytelling skills

This class is designed to help you learn how to become an effective online journalist and multimedia storyteller. You'll learn some of the history, theory and strategy of how traditional news websites are transitioning to digital media platforms. You'll learn the importance of how best to engage readers, listeners and viewers as well as use some of the most current digital media tools.

### **Getting the Most Out of This Class**

- ✓ We will be using BlackBoard Learn for this class. Course readings, assignments and some grading will be posted on <http://learn.unt.edu>.
- ✓ In case of inclement weather or campus closure, we will use the virtual classroom or chat programs to conduct coursework.
- ✓ Since the goal of this class is to prepare you to become a multimedia journalist, you will be expected to become as knowledgeable as possible about the current media trends and issues as well as how news websites are using their websites and social media to report, write, produce and distribute news. You will see several links to industry blogs on Blackboard with which you should immediately become familiar.
- ✓ **TURN OFF YOUR CELL PHONES. DO NOT SURF THE WEB DURING CLASS.** Do not check your email, Facebook, Twitter, SnapChat or text message during class unless it is part of class work. I will ask you to leave the class – immediately. You will lose 5 points on your next story assignment.
- ✓ If you are not in class at 5:00 p.m., you are late and will be marked absent unless you have a written excuse. More than three (3) times late, you will lose five (5) points on your next story assignment for each lateness after that.

### **GRADING:**

There are several components of this class that contribute to your grade. This is subject to change, but you will be notified of any changes throughout the course of the semester.

2000 – 2100	= A
1900 – 1999	= B
1800 – 1899	= C
1700 – 1799	= D
< 1699	= F

ASSIGNMENT	POINTS
ARTICLES (4)	1,000
BLOG POSTS/WRITING (10 posts)	300
SPEAKER BIOS & QUESTIONS	100
FINAL PROJECT Proposal	100
Final Project Outline	100
FINAL PROJECT	400
TEACHER EVALUATION / ATTENDANCE	100
TOTAL POSSIBLE	2100

**NOTE: The work you do in this class must be original and may not be turned in for any other class.** You are allowed to use equipment assigned to this class and, with approval from the professor, other equipment as long as it is similar to the equipment accessible from the University.

**You must follow all rules and guidelines related to checking out any audio/visual equipment. Any violation of those guidelines will limit or completely restrict your usage of the equipment. You also are responsible for all costs related to any damage to the equipment.**

### **Multimedia Stories**

Online Journalism will work as a “functioning newsroom” where you will work in **two-person** teams to write, shoot stills, capture audio and post stories that may run in the NT Daily and NT Daily.com. You will be assigned a category where you will be assigned to generate stories based on that beat.

You’ll be responsible for coming to class prepared to pitch your story ideas that must include original reporting and pictures, live interviews and a written story. It’s up to you and your team member to figure out where to find the story. You can use find your ideas anywhere in North Texas. You’re free to go beyond UNT’s campus into Denton, Dallas, Plano, Frisco, Flower Mound or any of the surrounding communities to report the story.

Your stories will be graded on the following:

- √ Originality (You **MAY NOT** use any stories from any other class.)
- √ Clear, concise and organized writing
- √ Effective use of grammar, punctuation and spelling
- √ Extensive use of sources (**Minimum: three (3) people. Best:** As many as possible)
- √ Use of pictures to tell a story
- √ Effective editing of audio to create a compelling multimedia story

Since this class is preparing you for a real-life journalism experience, you must follow the rules accuracy, clarity, conciseness, spelling, usage, and grammar. You are expected to know and understand AP Style for print or broadcast. You must meet all deadlines. You cannot make up in-class writing assignments.

You will have **four (4) story assignments** throughout the semester that will require original reporting, images and video. The **best stories** will be recommended to the NTDaily for publication.

**Stories are due:**

- Thursday, February 26
- Thursday, March 12
- Thursday, April 2
- Thursday, April 16

**WRITING ASSIGNMENTS / BLOG ENTRIES**

Part of your experience of becoming a journalist of the 21s Century is that you constantly practice the craft. Throughout the course, you must write an item for a blog that will be posted on Blackboard Learn that may discuss and/or analyze topics we discuss in class or items you find in the news or on media websites. You will be given a specific assignment that will be tied to a certain aspect we are currently studying in class. **Your weekly posting must be made posted by the deadline.**

Your blog post will be graded using the following rubric:

- Quality of writing (50%)
- Embedding at least three links (30%)
- Embedding at least one picture (or screenshot) (10%)
- Embedding at least one related video from a **news** website with a YouTube page. (10%)

**Blog Posts are due BEFORE class times – unless otherwise noted:**

- #1 – **January 29:** Response to “Personal News Cycle Report” -
- #2 & #3 - **February 3 & 5:** In class writing exercises
- #4 – **February 5:** Beat Memo
- #5 – **February 26:** Analyze multimedia slideshow
- #6 – **February 26:** In class social media exercise
- #7 - **March 26:** In class blog writing exercise
- #8 – **April 9:** Social media strategy analysis
- #9 – **April 9:** In class exercise
- #10 – **April 23:** Web analytics

**GUEST SPEAKERS**

We will have 3-4 guest speakers over the course of the semester. Guest speakers will be joining us in person or via Skype. You also will need to prepare *at least five questions* to ask the speaker after his/her presentation.

**FINAL PROJECT**

This project is going to reflect a culmination of all your coursework. Your final project is designed to: (1) Take our class readings, discussions and analysis and put them into practice; (2) Tap into your skill as a journalist and novice at understanding how the internet works, particularly how content can be presented on the Internet; and (3) Allow you to create a blog that could serve as an important component of your portfolio. Your final grade for this project

will be based on your thoroughness in reporting and writing; use of interactivity (e.g. use of related links, photos, slideshows, audio and video), your creativity and the option to do a 5-minute in-class presentation. You are not expected or required to hire a web designer or a programmer. All the tools you need are readily available for free on the web, and do not require any sophisticated technical knowledge. Your grade will be based on the submission of your idea, your site map and your short presentation during class.

### **TEACHER EVALUATION:**

You will be judged throughout the semester on your attendance, attitude, participation, creativity, energy, ideas and overall improvement.

### **COURSE OUTLINE** *(SUBJECT TO CHANGE)*

#### **WEEK 1 – JANUARY 20 / JANUARY 22**

Introduction: Review syllabus, grading, class format. Course goals. Discuss evolution, role and importance of online journalism. Becoming a Digital First Journalist. Evolution of news websites –Web 1.0 to Web. 2.0, now Web 3.0.

#### **WEEK 2 – JANUARY 27 / JANUARY 29**

Writing for the web. Writing in multiple formats. Content Curation.

- Components of the Online News Story; Story Forms.

#### **>>>> Blog Post #1:**

#### **HOMEWORK DUE: Thursday January 29**

- ✓ Read the following report. *“The Personal News Cycle,”* Conducted by the Media Insight Project - An initiative of the American Press Institute and the Associated Press-NORC Center for Public Affairs Research, Conducted by the Media Insight Project - An initiative of the American Press Institute and the Associated Press-NORC Center for Public Affairs Research.
- ✓ Write a **memo** with at least **three suggestions** on how media outlets can improve content on the web.

#### **WEEK 3 – FEBRUARY 3 / FEBRUARY 5**

Beat assignments/Generating Story Ideas

#### **>>>> READ:**

- 12 Trends Shaping Digital News: [http://www.pewresearch.org/fact-tank/2013/10/16/12-trends-shaping-digital-news/Writing for the Web: http://www.poynter.org/uncategorized/11672/writing-for-the-web/](http://www.pewresearch.org/fact-tank/2013/10/16/12-trends-shaping-digital-news/Writing%20for%20the%20Web)
- The Web & the Future of Writing: <http://www.poynter.org/uncategorized/4907/the-web-and-the-future-of-writing/>

- 8 Common Mistakes on Writing for the Web:  
<http://onlinejournalismblog.com/2012/02/28/8-common-mistakes-when-writing-for-the-web-and-what-to-do-about-them/>

**>>>> Blog Post #2 & #3:  
IN CLASS WRITING assignments --**

- You will be given a handout in class and instructions.

**>>>> Blog Post #4  
HOMEWORK DUE: Thursday, February 5**

- Beat memo. Describe your beat. Discuss how you will cover your beat. What are some of the key sources? Identify three possible stories.

**WEEK 4 – FEBRUARY 10/ FEBRUARY 12**

What makes a good audio/visual Slideshow. Defining/Discussing Digital Storytelling. Creating slide shows. Using SoundSlides. Using Audacity. Telling great multimedia stories.

**WEEK 5 – FEBRUARY 17 / FEBRUARY 19**

Elements of a digital storytelling. Working with audio. Shooting good pictures.

**>>>> HOMEWORK DUE: Thursday, February 19**

**Read:**

- Picking the Right Media for Reporting Your Story,  
<http://multimedia.journalism.berkeley.edu/tutorials/picking-right-media-reporting-story/>
- 5 Types of Photos that Make for Strong Photo Essays, Audio Slideshows:  
<http://www.poynter.org/how-tos/newsgathering-storytelling/visual-voice/171050/5-types-of-photos-that-make-for-strong-photo-essays-audio-slideshows/>
- Take a look at the National Press Photographers’ Association website:  
<https://nppa.org/competitions/best-of-photojournalism>
- *The Multimedia Journalist*, UNIT One – “Multimedia Journalism”:  
[http://www.themultimediajournalist.net/?page\\_id=755](http://www.themultimediajournalist.net/?page_id=755) (These clips also posted on Blackboard Learn in the “Course Readings” folder.
- Read Chapters 4, 7, 8, 10 and 11, “Reporter’s Guide to Multimedia Proficiency”

**WEEK 6 – FEBRUARY 24 / FEBRUARY 26**

Overview: Social Media for Journalists.

- **HOMEWORK DUE: Story # 1 - Thursday, February 26**



**>>>> HOMEWORK DUE: Tuesday, February 24**

**READ:**

- Chapter 4, “Microblogging,” **Mark Briggs**, *Journalism Next: A Practical Guide to Digital Reporting and Publishing*

- Find online or on Blackboard Learn in "Course Readings" Folder:
  - 10 Ways Journalists Can Use Twitter Before, During and After Reporting a Story: <http://www.poynter.org/how-tos/digital-strategies/146345/10-ways-journalists-can-use-twitter-before-during-and-after-reporting-a-story/>
  - The Five Types of Stories that Make Good Storifys:
  - <http://www.poynter.org/how-tos/newsgathering-storytelling/153697/the-5-types-of-stories-that-make-good-storifys/>

**>>>> Blog Post #5**

**HOMEWORK DUE: Thursday, February 26 -**

Find an AUDIO/VIDEO SLIDESHOW on a news website (OUTSIDE OF NORTH TEXAS). Write a detailed blog post that describes what types of multimedia are used (stills, video, audio)? What types of audio? Is there music? How effective or distracting is the music? How effective is the story in engaging you? How long is multimedia story? What would you have done differently?

**WEEK 7 – MARCH 3 / MARCH 5**

Social Media for Journalists. What journalists need to know about how to use Facebook, Twitter, YouTube, Pinterest for covering news.

\*\*Guest Lecture: Shannon High-Bassalik, Senior VP Programs and Documentaries at Al-Jazeera America

**Blog Post #6 >> IN CLASS Social Media Exercise**

**>>>> HOMEWORK DUE: Thursday, March 5**

**READ: (Available on Blackboard Learn)**

- Facebook & Journalists: What Works
- Twitter for Journalists

**WEEK 8 – MARCH 10 / MARCH 12**

News v. Blogs: Defining the Difference. Are blogs journalism? Analysis of media blogs v. pundits. What are the elements of a blog? What makes a good blog? Crowdsourcing.

➤ **HOMEWORK DUE: Story # 2 - Thursday, March 12**



**>>>> HOMEWORK DUE Tuesday, March 10:**

**Read**

- "When Journalists Blog: How It Changes What They Do," by Paul Bradshaw, Nieman Reports, Winter 2008, <http://www.nieman.harvard.edu/reportsitem.aspx?id=100696>
- "The Twisted Psychology of Journalists v. Bloggers," by Jay Rosen, <http://pressthink.org/2011/03/the-psychology-of-bloggers-vs-journalists-my-talk-at-south-by-southwest/>

**MARCH 16 - MARCH 20**  
NO CLASS – SPRING BREAK

**WEEK 9 – MARCH 24 / MARCH 26**  
**Discussion of final project. Handout distributed.**

Social media policies at news organizations. How media companies have adopted policies to provide guidance to journalists.

- **BLOG POST #7** IN CLASS BLOGGING Exercise – *based off your beat*

**Week 10 – MARCH 31/ APRIL 2**

Datavisualization: Creating depth and interactivity to your stories – using maps, Infographics and other tools

- Using Google Maps:  
<http://www.google.com/earth/outreach/tutorials/custommaps.html>
- Thinglink: <https://www.thinglink.com/>
- Infographics: Infogr.am
- Timelines: timeline.js

**>>>> HOMEWORK DUE: Thursday April 2**

- Final project proposal. Format will be discussed in class.
- **HOMEWORK DUE: STORY # 3 - Thursday, APRIL 2**



RELATED SITES:

- The New York Times Upshot: [http://www.nytimes.com/upshot/?\\_r=0](http://www.nytimes.com/upshot/?_r=0)

**Week 11 -- APRIL 7 / APRIL 9**

Understanding Search Engine Optimization. Understanding how to analyze site traffic and impact social media. What makes a successful news website. Measuring success. Website Metrics 101.

**Blog Post # 8** >> IN CLASS Exercise

**>>>> Blog Post #9 – Social Media Analysis**  
**HOMEWORK DUE: Thursday, APRIL 9:**

- Find a local newspaper or TV station outside of North Texas (go to <http://newslink.org>) and map out your strategy on how the media outlet is using social media. Be specific. Find out if the newspaper or TV station has a Facebook page and/or Twitter accounts. Clearly define how successful these tools are based on our discussion of how we measure social media success.

**>>>> HOMEWORK DUE: Tuesday, April 7:**

**READ:**

- Search Engine Optimization – Basics:  
<http://multimedia.journalism.berkeley.edu/tutorials/seo-search-engine-optimization-basics/> (Also available in the “Readings” folder on Blackboard)
- Top 5 SEO Tips for Media Owners and Journalists:  
<http://www.wordtracker.com/academy/seo-tips-meda-journalists> (Also available in the “Readings” folder on Blackboard)
- 4 Tips on Writing SEO Friendly Blog Post:  
<http://mashable.com/2010/09/01/how-to-seo-blogs/>

**>>>> HOMEWORK DUE: Tuesday, April 14:**

**READ:** Chapter 11, “Building a Digital Audience for News,” by Mark Briggs, “JournalismNext”

➤ **HOMEWORK DUE: Story #4 - Thursday, APRIL 16**



**Week 12 -- APRIL 14 / APRIL 16**

Hyper-local News: What is it? How it’s impacting media outlets and fueling a wave of new sites.

**>>>> Blog Post #10**

**HOMEWORK DUE: Thursday, April 23** - Based on Briggs' Chapter 11, write a memo as to your publisher or news director explaining what web analytics your media company should be monitoring and why.

**Week 13 – APRIL 21 / APRIL 23**

Entrepreneurial Journalism: What you need to know to become an “entrepreneurial journalist”. Final project workshop. Be prepared to discuss your final project.

**>>>> HOMEWORK DUE: Tuesday, April 21**

**READ:**

- “*Local and Niche Sites: The Advantage of Being Small*”, Chapter 3, “The Story So Far, What We Know about the Business of Digital Journalism”.  
AVAILABLE on Blackboard.

**>>>> HOMEWORK DUE: Thursday April 23:**

– Final Project Outline. Post on Blackboard

**Week 14 -- APRIL 28 / APRIL 30**

Ethics: Doing the Right Thing Legal/Copyright: Knowing What’s Right. Future media trends. Searching for a job.

**>>>> HOMEWORK DUE: Monday, May 5: Assigned Reading Posted on Blackboard**

## Week 15— MAY 5 / MAY 7

Final presentations.

### JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

### RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

### TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

### FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

### OFFICE HOURS

I'll be in my office from 6:20 to 7 p.m. Tuesdays, and 6:20-7:10 p.m. Thursdays; other office hours are available by appointment. My virtual office is always open; just email me, and I will reply promptly.

### ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

### **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the

required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

### ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

### IMPORTANT SPRING 2015 DATES

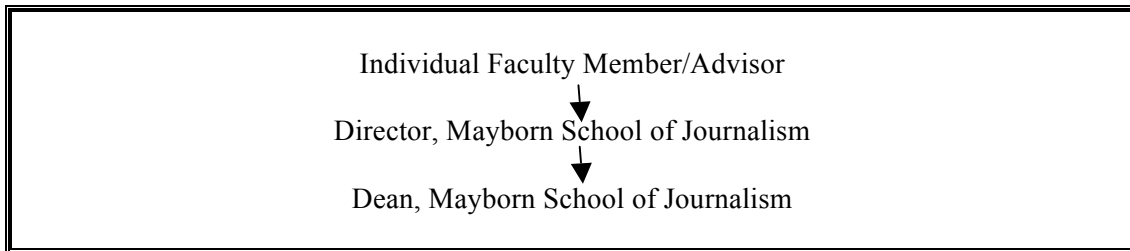
Date	Deadline
January 20	Classes Begin.
February 2	Census. Beginning this date a student who wishes to drop a course must first receive written consent of
February 3	the instructor. Last day for student to receive automatic grade of W for nonattendance.  Last day for change in pass/no pass status.
March 2	Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.
March 3	Beginning this date instructors may drop students with a grade of WF for nonattendance. Last day to drop with either W or WF.
April 7	Last day for a student to drop a course with consent of the instructor.
April 20	Beginning this date, a student who qualifies may request an Incomplete, with a grade of I. Last day to Withdraw (drop all classes).
April 24	Last day for an instructor to drop a student with a grade of WF for nonattendance.
May 8	Reading Day (no classes).
May 9 - May 15	<b>Final Exams.</b>
May 15	Last Class Day.

## ACADEMIC

## ORGANIZATIONAL

## STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



## OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

## COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

## ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear

acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. Penalties for academic dishonesty can include one or more of the following: Admonition: The student may be issued a verbal or written warning; Assignment of Educational Coursework: The student may be required to perform additional coursework not required of other student in the specific course; Partial or no credit for an assignment, assessment or course grade (The instructor may award partial or no credit for the assignment or assessment on which the student engaged in academic dishonesty, to be calculated into the final course grade.); and/or Adjustment of final course grade. (The instructor may assign a lower course grade.). Academic Dishonesty for this course will be reported to the Office of Academic Integrity.

#### **MSOJ ACADEMIC INTEGRITY POLICY**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

#### **CLASSROOM POLICIES**

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

#### **STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

#### **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

#### **ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your

favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

### **COURSES IN A BOX**

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

### **IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

### **DROPPING AN ONLINE COURSE**

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ Director of Advising for instructions.

### **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items

that may be impacted by the closure.

## STATEMENTS OF STUDENT LEARNING OUTCOMES

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3340, will help to meet the student learning outcomes that have been checked by your professor, John Sparks.

Each graduate must:

- 🍏 Understand and apply First Amendment principles and the law appropriate to professional practice.
- 🍏 Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- 🍏 Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- 🍏 Understand concepts and apply theories in the use and presentation of images and information.
- 🍏 Work ethically in pursuit of truth, accuracy, fairness and diversity.
- 🍏 Think critically, creatively and independently.
- 🍏 Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- 🍏 Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- 🍏 Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- 🍏 Apply basic numerical and statistical concepts.
- 🍏 Apply tools and technologies appropriate for the communications professions in which they work.