

## **JOUR 5250-001 (17674) / JOUR 5250-601 (18182): Quantitative Research**

Fall 2020

[Remote](https://unt.zoom.us/j/99763578940) (<https://unt.zoom.us/j/99763578940>)

Wednesdays, 3:30–6:20 p.m., CDT/CST

### **Instructor Contact**

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Pronouns:	he/him/his
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Communication Expectations:	Always use the Canvas Inbox. I will try my best to respond within 24 hours on weekdays.
Online Content:	Canvas for JOUR 5310-001 / JOUR 5310-601

### **Welcome to UNT!**

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

### **Course Description (UNT Graduate Catalog 2020–2021)**

Quantitative study of audiences, contents, and effects in mass communication by using tools and techniques of social science research. Emphasis on statistical analysis, survey research, content analysis and experimental studies.

### **Course Overview**

Scientific investigation is an indispensable part of JMC (journalism and mass communication) & CMMC (computer-mediated mass communication) research. As management demands “hard evidence” that justifies its investment in communication activities, and as science and data become increasingly important in the newsmaking and the message-targeting/-tailoring processes, those who (plan to) work in any JMC and CMMC field (e.g., journalism, broadcast media, public relations, advertising, and social media) must be familiar with the terminology, process, application, and evaluation of JMC and CMMC research. This course is designed to introduce graduate students to basic quantitative research methods, statistical thinking, and data analysis used in JMC and CMMC research. In the applied part of the course, students will conduct original quantitative research and write a final paper.

### **Course Structure**

This is a synchronous online (i.e., remote) class in the 16-week format. Each week has one module, except for the midterm and other special weeks.

## Course Prerequisites or Other Restrictions

Graduate standing or equivalent.

## Course Objectives

By the end of this course, students should be able to:

1. Explain the structure of the scientific research process;
2. Apply the basic vocabulary of scientific methods and statistics;
3. Describe major quantitative research methods used in JMC and CMMC fields;
4. Distinguish high-quality from low-quality research papers;
5. Use proper statistical reasoning and data-analysis techniques;
6. Plan and conduct systematic quantitative research; and
7. Produce a well-researched paper appropriate for a conference presentation or publication.

## Materials

(Required) Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Wadsworth. (**Abbr. WD**)

(Required) Salkind, N. J., & Frey, B. B. (2020). *Statistics for people who (think they) hate statistics* (7th ed.). Sage Publications. (**Abbr. SF**)

(Required) American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.).

(Required) SPSS: See the Course Technology & Skills section below.

(Required: **Watch before class.**) “I’m Not an Actor” Videos (Modules 04, 05, 06, 10, 11 and 12)

(Additional Research Articles: **Print out, read through, and bring them to class.**)

- (1) Kushin, M. J., & Yamamoto, M. (2010). Did social media really matter? College students’ use of online media and political decision making in the 2008 election. *Mass Communication and Society*, 13(5), 608–630.  
<https://doi.org/10.1080/15205436.2010.516863>
- (2) Jang, S. M., & Kim, J. K. (2018). Third person effects of fake news: Fake news regulation and media literacy interventions. *Computers in Human Behavior*, 80, 295–302. <https://doi.org/10.1016/j.chb.2017.11.034>
- (3) Meeks, L. (2020). Defining the enemy: How Donald Trump frames the news media. *Journalism & Mass Communication Quarterly*, 97(1) 211–234. <https://doi.org/10.1177/1077699019857676>
- (4) Van Duyn, E., & Collier, J. (2019) Priming and fake news: The effects of elite discourse on evaluations of news media. *Mass Communication and Society*, 22(1), 29–48.  
<https://doi.org/10.1080/15205436.2018.1511807>

Note: Additional readings are available on Canvas (Abbr. CA). **Be sure to print out, read through, and bring them to class.**

## Teaching Philosophy

This course consists of lecture and discussion, exercises, and data analyses. You must keep up with readings, learn course materials proactively and continuously, visit Canvas daily, attend every class, actively participate in class discussion, and turn in assignments on time. Bring a scientific calculator to class when we discuss arithmetic, algebra, and statistics.

## Course Requirements

Your final grade is based on the total score of 1,000 possible points allocated to the following: one exam, four written assignments, 10 quantitative exercises, and preparation and participation (e.g., Canvas discussions).

Assignment	Points Possible	Percentage of Final Grade
Assignment 1 — Science News Critique	100 points	10%
Assignment 2 — Final Project Proposal	100 points	10%
Assignment 3 — Final Project Progress Report	100 points	10%
Assignment 4 — Final Project	200 points	20%
Quantitative Exercises • 10 Exercises @ 20 points each	200 points	20%
Midterm Exam	200 points	20%
Preparation and Participation • 5 Discussion Forums @ 20 points each	100 points	10%
Total Points Possible	1,000 points	100%

## Grading

A = 90 percent or higher of total possible points

B = 80 percent–lower than 90 percent

C = 70 percent–lower than 80 percent

D = 60 percent–lower than 70 percent

F = Lower than 60 percent

## Course Schedule

The course schedule is subject to change at the instructor's discretion.

- Aug. 26** (Module 01) Introduction to Class; Quantitative versus Qualitative Research (WD Chapter 5).
- Sept. 2** (Module 02) Scientific Research (WD Chapter 1); Reliability and Validity (Pages 25–32 of WD Chapter 1; Pages 57–62 of WD Chapter 2; SF Chapter 6; CA “Reliability and Validity”); Writing a Quantitative Research Paper (CA “Structure of an Academic Paper”).  
*Assignments: Personal Info Sheet; Canvas Self-Introduction (M02) due.*
- Sept. 9** (Module 03) Research Concepts and Levels of Measurement (Pages 42–57 of WD Chapter 2); Reading a Scholarly Journal Article (CA Kushin & Yamamoto [2010]); Ethical Issues in Research (WD Chapter 3).  
*Assignments: Science News Critique due.*
- Sept. 16** (Module 04) Types of Sampling (WD Chapter 4); Math Review Self-Study (CA “Math Review 1”; CA “Math Review 2”); Descriptive Statistics (WD Chapter 10; SF Chapters 1–3; CA “Statistics 1 (A–D)”; videos).  
*Assignments: Quantitative Exercises 01 and 02; Canvas Discussion (M04) due.*
- Sept. 23** (Module 05) Descriptive Statistics, *continued* (SF Chapter 4); Population,

- Sample and Sampling Distributions (WD Chapters 4 and 10; CA “Statistics 1”; CA “Statistics 2”); SPSS (SF Appendix A); videos.  
**Assignments: *Quantitative Exercise 03; Final Project Research Proposal due.***
- Sept. 30** (Module 06) Statistical Inferences; Hypothesis Testing (WD Chapter 11; SF Chapters 7–10); videos.  
**Assignments: *Quantitative Exercise 04 and 05; Canvas Discussion (M06) due.***
- Oct. 7** (Module 07) Content Analysis (WD Chapter 6; CA Meeks [2019]).
- Oct. 14** (Module 08) Survey Research (WD Chapter 7; CA Jang & Kim [2018]); Brief Review for the Midterm Exam.  
**Assignments: *Canvas Discussion (M08) due.***
- Oct. 21** ***Midterm Exam.***
- Oct. 28** (Module 09) Inferential Statistics 1: T Tests (WD Pages 312–315 and 319–322 of Chapter 12; SF Chapters 11 and 12); SPSS; videos.  
**Assignments: *Final Project Progress Report due.***
- Nov. 4** (Module 10) Inferential Statistics 2: ANOVA and Crosstabs (WD Pages 315–319 and 322–326 of Chapter 12; SF Chapters 13, 14, and 17); SPSS; videos.  
**Assignments: *Canvas Discussion (M10) due.***
- Nov. 11** (Module 11) Inferential Statistics 3: Correlation, Regression, and Multivariate; Statistics (WD Pages 326–337 of Chapter 12; SF Chapters 5, 15, 16, and 18); SPSS; videos.  
**Assignments: *Quantitative Exercises 06 due.***  
**Extra Credit Assignments: *Canvas Discussion (M11) due.***
- Nov. 18** (Module 12) Longitudinal Research (WD Chapter 8); Experimental Research (WD Chapter 9; CA Van Duyn & Collier [2019]).  
**Assignments: *Quantitative Exercise 07 and 08 due.***  
**Extra Credit Assignments: *Canvas Discussion (M12) due.***
- Nov. 25** Flex Day.  
**Assignments: *Quantitative Exercises 09 & 10 due.***
- Dec. 2** (Module 13) Data Analysis; SPSS; Summary of Semester.
- Dec. 9** ***Final Project and PowerPoint due at 1:30 p.m. More details later.***

### **Assignments and Assignment Policy**

Apply 12-point Times New Roman and double-spacing for all assignments unless otherwise specified. The deadline is the beginning of class on each due date. When you finish your assignment, upload it to Canvas Turnitin by the beginning of class on the due date. **No email submission or handwritten materials will be accepted unless otherwise specified. Late assignments will drop one letter grade for each day.** In the event of a university closure caused by inclement weather or other emergencies, you still must submit all assignments on time via Canvas Turnitin. Exceptions are the same as specified in the “Attendance, Preparation and Participation” section below. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given after the one-week time limit. Too many grammatical and stylistic errors will lower your

grade. I will try my best to complete grading your work within a week after submission except for some occasional difficult circumstances.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk at [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

### ***Research Sources and Reference List***

Do not depend solely on internet research, such as Google search. You must use library resources to read scholarly journal articles and books extensively. However, note that conference papers and theses/dissertations are not publications in the traditional sense. In addition, some scholarly journals can be vanity-press publications. Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR, and Sage Journals Online). **The more reliable sources you use, the higher-quality information you can gather, which helps write a better paper.** Although you can use Answers.com, Yahoo! Answers, Quora, Wikipedia, and all other similar, unverified, user-generated sites as a starting point to look for ideas, they are not acceptable research sources. Instead of making superficial references (e.g., a common definition of a method, a generic statement about validity, and a shallow explanation of an ethical theory), you must discuss substantive, content-related issues. **Do not use first-person pronouns unless otherwise specified. Include the cover, reference, and if appropriate, appendix pages. Remember that incomplete citations or references will cost you one letter grade. The minimum page number of each assignment excludes the cover, reference, and appendix pages. All page requirements refer to “full pages.” Follow the American Psychological Association (APA) style for the reference list and in-text citations.**

### ***Written Assignments***

#### **1. Science News Critique (minimum of six full pages)**

Science journalism is an important area of (informal) science communication. First, find and read one recent (within the past three years) news article by a general newspaper or media outlet (e.g., *USA Today* and NBC News) that reports on findings of a scientific research article published in a scholarly journal (e.g., *New England Journal of Medicine*, *Nature*, and *Journal of Personality and Social Psychology*). The newer the news article, the better. You should be able to find quite a few news articles by using “a newspaper name,” “a scholarly journal name,” and/or a topic as keywords for your search. Second, locate and read the scientific research article discussed in the news story. Third, read at least two scholarly articles or books about science journalism (e.g., *Science Communication*, *Journal of Science Communication*, and *Communicating Uncertainty: Media Coverage of New and Controversial Science*), as well as visit a science-journalism association website (e.g., National Association of Science Writers, Council for the Advancement of Science Writing, and World Federation of Science Journalists) to find out what criticisms have been directed against media’s reporting of science. Fourth, re-examine the news article and compare it with the original scientific research article to see if criticisms against science journalism are applicable. Be sure to cite in your paper Wimmer and Dominick (2014) and at least two additional scholarly articles and books (other than the study cited in the news article) relevant

to the news article's topic or science journalism. Remember to make a Canvas discussion post to briefly explain a news article you have chosen to critique. No two people are allowed to critique the same news article, and choosing a news article is based on the first come, first served principle. Divide your paper into the following six sections and clearly label them.

- (1) Full bibliographic citation: Give the citation of a news article you have chosen to critique.
- (2) Summary of the news article: Write your own brief summary of the news article.
- (3) Summary of the scientific research article: Explain the theoretical rationale, method, results, and implications of the scientific research article discussed in the news article.
- (4) Science journalism: Discuss your findings about science journalism, including, but not limited to, its current situation and criticisms against its practices.
- (5) Critique of the news article: Holistically critique the news article you have read, using principles of quantitative research and criticisms of science journalism in general. Always focus on the language used in the news article and determine if the article is well-written from the standpoint of science.
- (6) References: List all references you have read and cited in text.

## **2. Final Project Proposal (minimum of three full pages)**

Read one of the major-method chapters of Wimmer and Dominick (2014)—Chapters 6 (content analysis), 7 (survey research), or 9 (experimental research)—ahead of class to determine which method you will use for your final project. You must read and refer to **at least five relevant scholarly articles and books**, as well as collect some preliminary information from the web or people, which are related to a theoretical framework for your research topic, and then try to narrow the topic. Based on your literature review and pilot study, discuss the topic (i.e., a problem or an issue), unique theoretical contribution/justification in the JMC and CMMC scholarship, literature review (i.e., a succinct summary of substantive scholarly literature), research questions and/or hypotheses, research method and procedures, and additional research you plan to conduct. Saying “This research will investigate how college students use social media” is hardly sufficient for your research proposal. Be sure to review the “Structure of an Academic Paper” handout and write your proposal the way scholars write their articles in academic journals. Remember to make a Canvas discussion post to briefly explain your final project research topic. If you plan to conduct research on human subjects and present your paper at an academic conference if accepted, you also must include your plan to obtain an IRB approval. Remember your proposal is a blueprint for your final project progress report.

## **3. Final project progress report (minimum of 10 full pages)**

By the time you submit your final project progress report, you should have my approval on your questionnaire or coding sheet. This report must be a shortened version of your final project. Although you may have no research results to show, your report must have a near-complete structure of a scholarly paper, such as the introduction, literature review, research questions/hypotheses, and method sections, as well as the final version of your questionnaire or coding sheet. You must read and refer to **at least 10 relevant scholarly articles and books**. Remember your progress report is a blueprint for your final project.

## **4. Final Project (minimum of 20 full pages)**

Using one of the quantitative research methods you learn in class and expanding your final project progress report, conduct your original research on any phenomenon related to JMC and CMMC. You must actually gather data. However, do not conduct research on minors.

You can choose to work alone or collaborate with one of your classmates. Remember that scholarly articles you have read provide the best model for your research. You also must obtain my approval on your questionnaire or coding sheet before collecting data. Please do not ask me questions about your final project during class, because they take too much time away from class discussion. Think first for yourself and then ask me questions during my office hours or a break. Remember this is an academic paper. The minimum length of your paper is 20 double-spaced pages or 6,000 words, excluding the cover page, reference page, illustrations, charts, graphs, and tables. You must read and refer to **at least 15 relevant scholarly articles and books**. I will continue to work with you to turn your paper into a conference presentation and/or publication of your final paper if its quality is good enough. You must submit (1) a paper with a 50-to-100 word abstract and (2) PowerPoint. Try hard to turn your final project into a conference paper or publication. You are also expected to make a formal presentation at the end of this course.

Your paper must have the following sections: (1) a cover page, (2) abstract, (3) introduction, (4) literature review (at least 15 books and scholarly journal articles, not conference papers), (5) research questions and hypotheses, (6) method, (7) results (including inferential statistics), (8) discussion, and (9) appendices (i.e., questionnaire, tables). The minimum sample size is 150, 120, and 100 for a content analysis, a survey, and an experiment.

### ***Exam***

The midterm is an open-book, open-notes exam, which covers the textbooks and everything discussed in class. You will have 100 fill-in-the-blank questions for 180 minutes. You can take it anytime on either Tuesday or Wednesday. **Take meticulous notes during each class to perform well. Except for valid excuses specified in the Attendance, Preparation and Participation section, you should assume no make-up is available.** If you have a valid time conflict, you must make an advance arrangement with me to take the exam before the scheduled exam time. If a loss of internet connection is due to an unexpected university server outage or any unusual technical difficulty (i.e., UNT's fault), follow the instructions specified in the Assignments and Assignment Policy section above. Otherwise, the exam will be replaced by five essay questions.

### ***Quantitative Exercises (QE)***

You will work on 10 quantitative exercises and analyze some datasets for statistical analyses. Although you're encouraged to study together, simply copying your classmate's work is an example of academic misconduct, resulting in a penalty to both parties. For QE 01 through 05, show your calculations by hand. For QE 06 through 10, upload your work in the general order of SPSS data view, SPSS variable view, descriptive statistics, inferential statistics, and typed interpretation.

### ***Canvas Discussions***

Each of seven modules (i.e., 02, 04, 06, 08, 10, 11 and 12) has a Canvas discussion forum. You must complete five discussion forums for Modules 02 through 10. Not only will this discussion practice help you understand class better, but it will also boost your final grade. After you finish studying all the materials assigned for each module, you can post a well-informed, insightful, **research-based** comment with references before class. Each forum will be closed at 3:30 p.m. on the day we cover its corresponding module. Although not required, you are also encouraged to make well-reasoned responses to your peers in each discussion forum. I do not regard unsatisfactory posts and responses as "valid," which do not contribute to your participation. Read

good and bad posts from past semesters available in each forum. Do not just copy and paste text from the web. Instead, discuss your findings and provide references and links.

### ***Extra-Credit Assignments***

Two extra discussion forums (M11 and M12) are for extra credit. Each discussion forum is worth 20 points.

## **Course Technology & Skills**

### ***Minimum Technology Requirements***

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- SPSS: Visit the [CloudLab page](https://it.unt.edu/cloudlab) (<https://it.unt.edu/cloudlab>) of University Information Technology and use the latest version of SPSS.
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

### ***Computer Skills & Digital Literacy***

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using presentation and graphics programs

### ***Technical Assistance***

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk:** [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

**In Person:** Sage Hall, Room 130

**Walk-In Availability:** 8 a.m.–9 p.m.

**Telephone Availability:**

- Sunday: noon–midnight
- Monday–Thursday: 8 a.m.–midnight
- Friday: 8 a.m.–8 p.m.
- Saturday: 9 a.m.–5 p.m.

**Laptop Checkout:** 8 a.m.–7 p.m.

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>).



### ***Rules of Engagement***

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

### **Attendance, Preparation and Participation**

I take attendance twice each class day for two 1.5-hour sessions for record-keeping purposes.

Although I expect you to attend every class, I assign no penalty or credit to your attendance.

**However, the rule of thumb is up to three absences (i.e., three 1.5-hour sessions), whether excused or not.** Those who have more than three absences will not receive special assistance or consideration. **If you must miss or missed a class for a legitimate reason (e.g., serious illness, family emergency, academic/professional conference presentations, and religious observance), submit third-party documentation within a week after an absence occurs.**

Printer malfunctions, traffic accidents, difficulties in finding library materials, etc. are not legitimate. Take full responsibility for your class attendance and learning. Remember the following: First, the more classes you skip, the less education you receive and the worse grades you earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, do not disturb class by showing up late, disappearing early, leaving the classroom for a long time or many times, using your mobile, or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation.

### ***COVID-19 Impact on Attendance***

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider prior to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

### ***Class Materials for Remote Instruction***

The UNT fall schedule requires this course to have fully remote instruction beginning Nov. 28. Additional remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone to participate in fully remote portions of the class. Additional required classroom materials for remote learning are listed in the Course Technology & Skills section above. Information on how to be successful in a remote learning environment can be found at the [UNT Online webpage](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

### ***Statement on Face Covering***

Face coverings are required in all UNT facilities. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

### **Basic Course Policy:**

This is a research course that requires you to constantly work hard, and harder. You must follow rules regarding deadlines and attendance. **Get things right the first time because in the professional world, you will not have luxury to redo your work after the deadline.** It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous notetaking, active class participation, proactive professional attitudes, and timely submission of assignments. **Keep in mind that no study guide is available. Instead, I will only provide a very brief review for the exam.** However, as Albert Einstein said, “The whole of science is nothing more than a refinement of everyday thinking.” Anyone with average intelligence and determined perseverance can understand science and statistics at the level of this course by repeated reading.

Submitting your work to this class is equivalent to stating that you have produced the entire work by yourself and you have not previously produced this work to submit to another class or any other outlet. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work are unacceptable, leading to serious consequences for you. Read [UNT Policy 06.003](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>). Saying “I didn’t know that,” “He copied my work,” or “Others also plagiarized” will not constitute a valid excuse. Plagiarism, which in a nutshell, is using other people’s work as your own, is a serious offense in any discipline and a

firing offense in the professional world. Any situations involving potential academic dishonesty will be handled through procedures established by the [UNT Office of Academic Integrity](https://vpaa.unt.edu/ss/integrity) (<https://vpaa.unt.edu/ss/integrity>). In this course, you must use quotation marks and refer to the original source for a string of seven or more consecutive words from other people's work. You also must **not** use an extensive quote or too many quotes. Always produce your original work.

### **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 one calendar year after the date you received the second failing grade. Once you have waited one calendar year after failing a course twice, you may submit a written appeal to the director of graduate studies and graduate academic advisor ("the graduate director" in the following) to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

### **Textbook Policy**

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

### **Office Hours**

See the first page of this syllabus.

### **Attendance**

See the Attendance, Preparation and Participation section.

### **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 mark your calendar early in the semester to avoid any schedule conflicts.

### **Financial Aid Satisfactory Academic Progress (SAP)**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.67 cumulative GPA for the first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor's degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the [SAP page](https://financialaid.unt.edu/sap) (<https://financialaid.unt.edu/sap>).

### **Academic Advising**

Students must meet with the graduate director at least once per long semester (fall and 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 nonpayment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. The Mayborn School of Journalism 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.

### Fall 2020 Important Dates\*

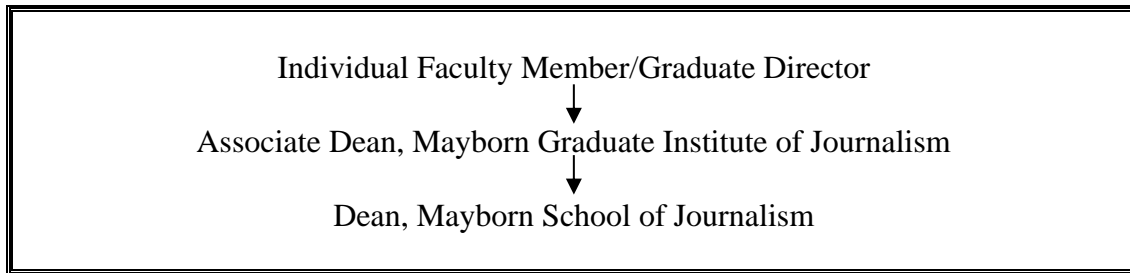
Deadline	Regular Academic Session	8W1	8W2
Any time before the first day of class a student may cancel their courses for the upcoming session through <a href="#">myUNT</a> . See the link for complete instructions on canceling classes <a href="https://registrar.unt.edu/registration/canceling-classes">https://registrar.unt.edu/registration/canceling-classes</a>			
Classes Begin	Aug 24	Aug 24	Oct 19
Labor Day (no classes; university closed)	Sept 7	Sept 7	Sept 7
Census	Sept 5	Aug 31	Oct 26
Beginning this date a student may drop a course with a grade of W by completing the <a href="#">Request to Drop Class</a> form and submitting it to the Registrar's Office. See link for complete instructions <a href="#">Dropping a Class</a> .	Sept 6	Sept 1	Oct 27
Last day for change in pass/no pass status	Oct 2	Sept 11	Nov 6
Mid-semester	Oct 16	Sept 18	Nov 13
Last day for a student to drop a course. Grades of W are assigned.	Nov 2	Sept 28	Nov 23
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 9	Sept 28	Nov 23
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 20	Oct 9	Dec 4
Thanksgiving Break (no classes, university closed)	Nov 26–27	Nov 26–27	Nov 26–27
Pre-Finals Days	Dec 2–3	N/A	N/A
Last Regular Class Meeting	Dec 3	Oct 15	Dec 10
Reading Day (no classes)	Dec 4	N/A	Dec 4
<a href="#">Final Exams</a>	Dec 5–Dec 11	Oct 16	Dec 11
End of term	Dec 11	Oct 16	Dec 11

\*Some dates are subject to change. Check the registrar's website for updates:

<https://registrar.unt.edu/registration/fall-registration-guide>.

### 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 steps outlined below:



## Journalism Equipment Checkout

Please go to the [Journalism Equipment Checkout](https://journalism.unt.edu/equipment-checkout) page (<https://journalism.unt.edu/equipment-checkout>) and fill out the form that allows you to check items out for this term. You just have to do this once each semester.

Equipment may be checked out in Room 111 in the General Academic Building. Checkouts are for 24 hours from the time of checkout. Email Joey Selz ([joey.selz@unt.edu](mailto:joey.selz@unt.edu)) to request equipment and to schedule a time to pick it up. Extensions will be granted on a case-by-case basis once the items are checked out.

The violations for late returns are as follows:

- 1st late infraction — 1-week ban from checking out equipment.
- 2nd late infraction — 3-week ban from checking out equipment.
- 3rd infraction — Semester-long ban from any and all equipment checkout.

If you are going to be late, email Joey Selz ([joey.selz@unt.edu](mailto:joey.selz@unt.edu)) and let him know. Active communication brings leniency in many cases.

## UNT POLICIES

### Academic Integrity Policy

Academic dishonesty includes, but is not limited to, the following: 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 or source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook.

### *Mayborn School of Journalism 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 06.003](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>) 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.

### **ADA Policy**

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 Access (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 Access website](https://disability.unt.edu/) (<https://disability.unt.edu/>). You may also contact the office by phone at 940-565-4323.

### **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### **Emergency Notification and 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 the MyUNT site. Some helpful emergency preparedness actions include the following: (1) ensuring you know the evacuation routes and severe weather shelter areas; (2) determining how you will contact family and friends if phones are temporarily unavailable; and (3) 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 Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

### **Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion.



Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

### **Acceptable Student Behavior**

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 Dean of Students 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 the [Student Conduct Operations page](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>).

### **Classroom Policies**

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).

### **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, and 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 medical 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.

### **Access to Information — Eagle Connect**

As you know, your access point for business and academic services at UNT occurs within the

[MyUNT](https://my.unt.edu/) (<https://my.unt.edu/>). If you do not regularly check EagleConnect or link it to your favorite email account, please so do, as this is where you learn about job and internship opportunities, Mayborn School of Journalism events, scholarships, and other important information. The [Eagle Connect website](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>) explains how to forward your email.

### **Student Evaluation Administration Date**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from “UNT SPOT Course Evaluations via *IASystem* Notification” ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](https://vpaa.unt.edu/spot) (<https://vpaa.unt.edu/spot>) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates for this semester are as follows:

<b>Term</b>	<b>Survey Administration Dates</b>
<a href="#">8W1</a>	10/5–10/15
<a href="#">Fall</a>	11/16–12/3
<a href="#">8W2</a>	11/30–12/10

### **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

### **Important Notice for F-1 Students Taking Distance Education Courses**

#### ***Federal Regulation***

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may



be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

### ***University of North Texas Compliance***

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.

**The decision may have serious immigration consequences. If F-1 students are unsure about their need to participate in an on-campus experiential component for this course, they 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.**

### **Student Verification**

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

### **Use of Student Work**

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission. Download the UNT System Permission, Waiver and Release Form.

### ***Transmission and Recording of Student Images in Electronically-Delivered Courses***

1. No permission is needed from a student for the student's image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, the instructor must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

### **Class Recordings & Student Likenesses**

Some synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

### **Academic Support & Student Services**

#### ***Student Support Services***

##### **Mental Health**

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being (\*services free to UNT students):

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)\* (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care)\* (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)\* (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Prevention Lifeline 800-273-8255 or [live chat](https://www.suicidepreventionlifeline.org) (<http://www.suicidepreventionlifeline.org>)
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (Family or partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
  - During office hours: M–F, 8 a.m. to 5 p.m. 940-565-2741
  - After hours: 940-565-2741
  - Crisis Line Text: CONNECT to 741741

### **Chosen Names**

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

*\*UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

### **Pronouns**

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)
- [How do I use pronouns?](#)
- [How do I share my pronouns?](#)
- [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

### **Additional Student Support Services**

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

### **Academic Support Services**

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)

- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)

## Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT department of journalism, which is now the Frank W. and Sue Mayborn School of Journalism (effective Sept. 1, 2009), has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Frank W. 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 school and the 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 5250, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:

- ☐ Understand and apply First Amendment principles and the law of freedom of speech and press for the country in which the institution is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- ☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- ☐ Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- ☐ Understand concepts and apply theories in the use and presentation of images and information.
- ☒ Demonstrate an understanding of professional ethical principles and 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.
- ☒ Contribute to knowledge appropriate to the communications professions in which they work.