

# JOUR 2310 Introduction to Media Writing

**JOUR 2310.003**

**Introduction to Media Writing**

**Fall 2026**

*Syllabus content subject to change.*

|                      |                         |
|----------------------|-------------------------|
| <b>Professor</b>     | Kate Pezzulli, MA       |
| <b>TA</b>            | Carley Nail             |
| <b>Classroom</b>     | SYMR 224                |
| <b>Class times</b>   | 12:20-1:10 p.m.         |
| <b>Lab times</b>     | 11:15 a.m. - 1:10 p.m.  |
| <b>Lab location</b>  | SYMR 220                |
| <b>Office hours:</b> | By appointment          |
| <b>Contact:</b>      | Please use Canvas Inbox |

Always use the Canvas email system for both the professor and the teaching assistant. Email sent to the unt.edu system will not be read.

- I will do my best to respond to Canvas emails within 24 hours - except on weekends. Please do not email about assignments within 24 hours of their deadline; I may not be able to respond before the assignment is due.

## **Required textbooks:**

- "Handbook of Independent Journalism" by Deborah Potter (You can access this FREE as [a digital textbook.](#))
  - Download the [PDF version.](#)
- 2026-2028 Associated Press Stylebook and Libel Manual. (You can access this **FREE** via the [UNT library website](#). Please use VPN for off-campus access.)
- LinkedIn Learning Grammar Fundamentals by Mignon Fogarty. (You can access this [FREE as a UNT student.](#))

## **Equipment Room hours and location:**

Hours: Mon-Thurs 8:30am to 9:30pm. Friday's 9:00am to 6pm. Saturday and Sunday 10:00am to 6:00pm

Location: RTFP Building room 180i

## **COURSE INFORMATION**

This three-credit course covers the principles and procedures used by professionals to communicate across all media platforms – from traditional mass media formats such as digital/print news, public relations and marketing.

It meets three times a week - two days for lessons and one day for lab.

This is an introductory class, but it is not an easy class. The skills you learn here are necessary for all future journalism classes, so please pay careful attention to the lessons and give yourself adequate time to do the assignments. Grammar, punctuation and language basics used by media writers will be stressed.

- Students will discover methods to define media audiences and connect with them across multiple platforms.
- Students will explore methods to write on deadline, interview sources and report accurate information for the web, social media, broadcast and print.
- Students will be introduced to law and ethics in media writing. Media literacy today is critical to the knowledge-base of a media writer. Therefore, issues in journalism, advertising and public relations will be examined periodically during this course.

### **Course prerequisites**

- Successful completion of two terms/semesters of first-year English; journalism major or minor status; consent of school.
- For journalism majors, not minors: This is a foundational class. Once you have completed all foundational requirements, you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an adviser.

### **Course objectives and student learning outcomes**

Students will understand and apply the basic writing techniques used by journalists and related communication professionals and:

1. Define news and news values as they are understood by professional broadcast, print and digital journalists as well as public relations professionals.
2. Determine and maintain an audience for journalistic, advertising or PR use.
3. Understand and use the AP Stylebook as well as proper English grammar, spelling, punctuation and syntax.
4. Conduct research and evaluate information by methods appropriate to the communications professions in which they work. For JOUR 2310, this involves using publications, public records, databases and interviews.
5. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
6. Write coherent articles for varying media platforms under deadline pressure.
7. Describe the main legal concerns of journalists, advertising professionals and public relations professionals.
8. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
9. Demonstrate an understanding of professional ethical principles (for advertising, PR and journalism) and work ethically in pursuit of truth, accuracy, fairness and diversity.

10. Think critically, creatively and independently.
11. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
12. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

## **COURSE POLICIES**

### **About course material**

Materials used in connection with this course are subject to copyright protection. Materials may include, but are not limited to documents, assignments, slides, images, audio, and video. Course materials are only for the use of students enrolled in this course, for purposes associated with this course, and may not be shared to third parties without official authorization. Unauthorized retention, duplication, distribution, or modification of copyrighted materials is strictly prohibited by law. Thanks for being a diligent student and reading the syllabus. For more information, visit the [UNT Policy office](#) or [Copyright.gov](#). In addition, sharing such information on websites or in other contexts may be considered a violation of the [UNT Academic Integrity Policy](#)

### **Academic honesty**

Honesty is critical in this profession - and in this class. Use your own words. Don't cheat.

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.

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 No. 06.003 about Student Academic Integrity](#)

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 reported and handled through [procedures established by the UNT Office of Academic Integrity](#).

### **Use of AI is absolutely prohibited in this class**

All work submitted for this class must be your original work—that is, it cannot have been published already online, submitted for any other class, or created or adjusted by generative AI. Remember that many grammar-checking, paraphrasing, word processing programs (such as Grammarly) also employ generative AI, which will be flagged as plagiarism.

TurnItIn will flag instances of plagiarism as well as the use of generative AI. The use of generative AI in this class, unless specified in the instructions of an assignment, will be considered a form of cheating, and

will be assigned the same penalties as cheating. The UNT Academic Integrity Policy may be found here: <https://vpaa.unt.edu/ss/integrity>

## Accessing your grade

You are encouraged to keep up with your grade via Canvas. Please refer to this throughout the course of the semester to track your progress. You will be required to frequently check Canvas for important announcements throughout the week.

## Preparation and Participation

I want students to be actively involved in class and to feel comfortable expressing their thoughts and opinions. Please read, do the homework and be prepared to share your insights/reactions in class. Be respectful of others' thoughts, even if you do not agree.

Be respectful when others are talking during discussions or working on assignments. Stay off your cell phone during class.

In the event you are unable to attend class, please ask a classmate for an update on what was covered in class and for her/his notes to complement the lecture.

## Attendance

Treat this class as your job. You are expected to arrive on time and to meet all deadlines. You **must** attend class and lab sessions. Tardiness or leaving early may constitute an absence for that day.

If you must miss or missed a class for an excused absence, (i.e. serious illness, participation in an official university function, religious observance, etc.) **you must submit third-party documentation and complete the make-up lab within a week of your absence.** Please see the UNT policy for details. While issues such as lack of sleep, computer glitches, car trouble or work schedules are awful, they are not excused absences.

You will have one week to make up work for an excused absence. It is your responsibility to follow-up on this.

**Life happens, so you will be granted TWO free unexcused absences during the course of the semester without harm to your final grade.** If you miss more than twice – or miss without a university-approved excuse – then your final grade will be impacted with a 5-point penalty for each absence. This pertains to both class meetings and labs; however, please note that you CANNOT make up missed work for an unexcused absence.

Class meetings and labs are NOT recorded, so please get notes on what you missed from a classmate.

## Assignment submission

The assignments in this class will be turned in to Canvas. No assignments will be accepted if they are sent by email outside of Canvas. No exceptions. Students must be present in the Friday labs to get credit for lab assignments.

## Deadlines and late work

This class is designed to get you ready to work in the journalism or public relations fields. These professionals absolutely must meet deadlines, and so must you. Late work is NOT accepted. Assignments are due on or before the deadline— even if you are absent.

## Technology requirements

You must have a working computer with a keyboard, webcam and consistent high-speed internet access during the course of the semester. This is a writing-intensive course, so having a keyboard on which to write your stories is necessary.

If you encounter any tech problems, please reach out to the Canvas student help desk. The link is included in the lefthand course menu. Your professor cannot assist with tech issues.

## COURSE CONTENT

To be successful in this class, keep up with readings and turn in all assignments on time. Your final grade is based on the total score of possible points, allocated as follows:

|                                     |            |                                                                                                                                                   |
|-------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>In-class writing</b>             | 20 points  | There are two in-class writing assignments.<br>Each is worth 10 points.<br>These cannot be made up.                                               |
| <b>Lesson quizzes</b>               | 130 points | There are 14 quizzes based on the weekly readings and lectures.<br>Each is worth 10 points.<br>Your lowest score will be dropped.                 |
| <b>Pitch discussions</b>            | 45 points  | You will pitch three ideas and identify sources for your articles                                                                                 |
| <b>Grammar and AP Style quizzes</b> | 300 points | There are 11 quizzes based on the weekly grammar lessons and AP Style material.<br>Each is worth 30 points.<br>Your lowest score will be dropped. |
| <b>Weekly labs</b>                  | 300 points | There are 13 weekly labs based on the material covered in the modules.<br>Each is worth 25 points.<br>Your lowest score will be dropped.          |
| <b>Articles</b>                     | 300 points | There are three articles: a news story about a public meeting, a feature story and an article about diversity.<br>Each is worth 100 points.       |
| <b>Final</b>                        | 100 points | The final test will cover the grammar, spelling, punctuation and sentence structures that you learn during this class.                            |

## GRADING

Your final grade is based on the total number of points you accumulate throughout the semester. Journalism majors and minors must earn a minimum of a C to successfully complete this course.

- A: (90-100%) - Outstanding, excellent work. The student performs well above the minimum criteria.
- B: (80-89.99%) - Good, impressive work. The student performs above the minimum criteria.
- C: (70 to 79.99%) - Solid, college-level work. The student meets the minimum criteria of the assignment.

- D: (60-69.99%)- Below average work. The student fails to meet the minimum criteria
- F: (0-59.99%) - Sub-par work. The student fails to meet the minimum criteria

### Other Grading Information

- **Turn-around time:** I aim to return graded work to you within two weeks of the due date. When this is not possible, I will send an announcement to the class.
- **Grade disputes:** You are required to wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email). You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.
- **Extra credit opportunities:** There are a few extra credit opportunities in the course, so please take full advantage of them. Because these items are available to help boost your grade, I do not round up grades at the end of the semester, and I do not respond to requests asking for this consideration. In the past, all of the JOUR 2310 professors have offered extra credit via the syllabus quiz and the introduction bio. We also offered up to 10 points if students attended (and wrote a one-page summary) about a journalism student org meeting that featured a speaker. Ten points was also available if the student was published during the semester. The cap for all extra credit is 30 points.

### COURSE SCHEDULE

This is subject to change. There is a lesson quiz, grammar/AP Style quiz and lab due every week. Please see the Canvas modules for full and up-to-date information.

- Week 1: Overview, journalistic writing and audiences
- Week 2: What is news
- Week 3: Research and sources
- Week 4: Leads and inverted pyramid
- Week 5: Interviewing
- Week 6: Quotes, attribution and transitions
- Week 7: Parts of a news story and how to cover meetings
- Week 8: GSP review
- Week 9: Editing
- Week 10: Diversity and data journalism
- Week 11: Feature stories
- Week 12: Writing for online audiences
- Week 13: Ethics
- Week 14: Writing for broadcast journalism
- Week 15: No class. Thanksgiving break.
- Week 16: Legal issues
- Week 17: Finals

# **JOURNALISM REQUIREMENTS & GUIDELINES**

## **JOURNALISM COURSE REGISTRATION**

- 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 all foundational courses. 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 one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director 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 doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

## **OFFICE HOURS**

I am usually available most days by appointment. My virtual office is always open; just message me, and I will respond within 24 hours, except on weekends.

## **ATTENDANCE**

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 [UNT Financial Aid](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) (<https://financialaid.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 have been unknowingly 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.

## UNT FALL 2026 Semester Calendar

Academic Calendar is subject to change

| KEY SEMESTER DATES                                                                                                                                                                                                                    | Full Semester<br>AUG. 17-DEC. 11 | 8 week I Session<br>AUG. 17-OCT. 9 | 8 week II Session<br>OCT. 12-DEC. 11        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------|---------------------------------------------|
| Schedule of Classes Available on myUNT                                                                                                                                                                                                | Mar. 9                           | Mar. 9                             | Mar. 9                                      |
| Registration Opens<br><small>for specifics by student group/class: <a href="https://registrar.unt.edu/when-can-i-register">https://registrar.unt.edu/when-can-i-register</a></small>                                                  | Mar. 16                          | Mar. 16                            | Mar. 16                                     |
| Prerequisite Drop<br><small>Students not meeting course prerequisites will be dropped from their courses.</small>                                                                                                                     | July 29                          | July 29                            | Oct. 12                                     |
| Regular Registration Ends                                                                                                                                                                                                             | Aug. 13                          | Aug. 13                            | Oct. 8                                      |
| Late Registration Period—For Students not Registered for the Term<br><small>Students registering late will incur a late registration fee of \$75.</small>                                                                             | Aug. 14-21                       | Aug. 14-21                         | Oct. 9-16                                   |
| Last Day to Withdrawal from Entire Term on myUNT<br><small>Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.</small>                                                  | Aug. 16                          | Aug. 16                            | Oct. 11<br><small>If only 8 week II</small> |
| Classes Begin                                                                                                                                                                                                                         | Aug. 17                          | Aug. 17                            | Oct. 12                                     |
| Last Day to Add a Class or Swap Sections<br><small>A swap is switching sections of the same course in the same session.</small>                                                                                                       | Aug. 21                          | Aug. 21                            | Oct. 16                                     |
| Last Day to Drop a Class Section Without a W (Census)<br><small>Courses dropped before this date will not appear on official transcript.<br/>(Dropping courses may impact financial aid and degree completion. See advisors.)</small> | Aug. 28                          | Aug. 22                            | Oct. 17                                     |
| Drop with a Grade of W Begins<br><small>Courses appear on the transcript with a grade of W and tuition and fees remain.<br/>(Dropping courses may impact financial aid and degree completion. See advisors.)</small>                  | Aug. 29                          | Aug. 23                            | Oct. 18                                     |
| Last day to change to pass/no pass grade option (undergrads)                                                                                                                                                                          | Sept. 25                         | Sept. 4                            | Oct. 30                                     |
| Midpoint of the Semester                                                                                                                                                                                                              | Oct. 9                           | Sept. 11                           | Nov. 6                                      |
| Last day for a student to drop a course or all courses with a grade of W.                                                                                                                                                             | Nov. 6                           | Sept. 25                           | Nov. 20                                     |
| First day to request a grade of Incomplete                                                                                                                                                                                            | Nov. 7                           | Sept. 26                           | Nov. 21                                     |
| Pre-Finals Days                                                                                                                                                                                                                       | Dec. 2-3                         | N/A                                | N/A                                         |
| Last Regular Class Meeting                                                                                                                                                                                                            | Dec. 3                           | Oct. 8                             | Dec. 10                                     |
| Reading Day—No Classes                                                                                                                                                                                                                | Dec. 4                           | N/A                                | N/A                                         |
| Final Exams                                                                                                                                                                                                                           | Dec. 7-11                        | Oct. 9                             | Dec. 11                                     |
| Last Day of Session                                                                                                                                                                                                                   | Dec. 11                          | Oct. 9                             | Dec. 11                                     |
| University Grade Submission Deadline 4 pm                                                                                                                                                                                             | Dec. 14                          | Oct. 12                            | Dec. 14                                     |
| Grades/Academic Standing posted on the Official Transcript                                                                                                                                                                            | Dec. 16                          | Dec. 16                            | Dec. 16                                     |

Labor Day - No Classes - University Closed

September 7, 2026

Thanksgiving Break - No classes

November 23-29, 2026

University Commencement

## ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

## ADOBE ACCESS

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: <https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

The email address for students to ask questions or report problems is [adobe@unt.edu](mailto:adobe@unt.edu).

## JOURNALISM EQUIPMENT CHECK OUT

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours.

To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours.

To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu)

### **Journalism Equipment Room - Location and Contact Information**

The Journalism equipment room is located at **RTFP Building room 180i**

Equipment room phone number is **940-565-3580**.

Equipment room email is [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu).

Equipment room supervisor can be reached at [ladaniel.maxwell@unt.edu](mailto:ladaniel.maxwell@unt.edu)

### **Journalism Equipment Room - Operating Hours**

Mon-Thurs: 8:30 a.m. to 9:30 p.m.

Friday: 9:00 a.m. to 6 p.m.

Saturday and Sunday: 10:00 a.m. to 6:00 p.m.

### **Journalism Equipment Room - Agreement Form**

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

#### **[Journalism Web Checkout Agreement Form](#)**

This form must be completed prior to checking out equipment and only needs to be done once per semester.

### **Journalism Equipment Room - Late Returns/Abuse of Checkout Policy**

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

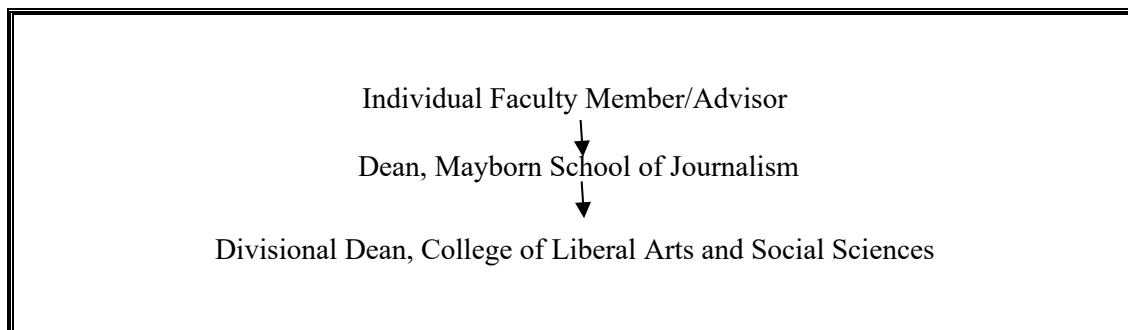
For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu) or [ladaniel.maxwell@unt.edu](mailto:ladaniel.maxwell@unt.edu)

## 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:



## OFFICE OF DISABILITY ACCESS

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 website for the [Office of Disability Access](http://www.unt.edu/oda) (<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 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.

## **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.

## **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 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.

## **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 site](http://www.my.unt.edu) (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. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (http://eagleconnect.unt.edu/) including tips on how to forward your email.

## **COURSES IN A BOX**

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure 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.

## **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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

## **STUDENT PERCEPTIONS OF TEACHING (SPOT)**

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](http://www.spot.unt.edu) (www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

| Term                | Survey Administration Dates |
|---------------------|-----------------------------|
| <a href="#">8W1</a> | September 29-October 8      |

|                               |                        |
|-------------------------------|------------------------|
| <a href="#">8W2</a>           | December 1-December 10 |
| <a href="#">Reg Fall Term</a> | November 17-December 3 |

## 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (www.deanofstudents.unt.edu).

## 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).

## SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources\_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

## MENTAL HEALTH SERVICES

UNT provides mental health services 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 issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)  
1800 Chestnut St. (Chestnut Hall)  
940-565-2333  
M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](#) – Free to UNT Students  
(<https://studentaffairs.unt.edu/counseling-and-testing-services>)  
801 N. Texas Blvd., Suite 140 (Gateway Center)  
940-565-2741  
M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](#) – Free to UNT Students  
(<https://studentaffairs.unt.edu/care>)  
Dean of Students, University Union  
940-565-2648  
[careteam@unt.edu](mailto:careteam@unt.edu)

4. [Psychiatric Services](#)  
(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)  
940-565-2333

5. [Individual Counseling](#) – Free to UNT Students  
(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)  
940-369-8773

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

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

## STATEMENTS OF STUDENT LEARNING OUTCOMES

### Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

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 2310, will help to meet the student learning outcomes that have been checked by your professor, Kate Pezzulli.

Each graduate must:

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC 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 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