**JOUR 3430 Course: Crisis Communication**

**FALL 2025 Class Syllabus**

**Course Description:**

This course is designed to develop professional Crisis Communication research, planning, tactical writing and analysis skills in the PR genre of Crisis Communication. Students gain an understanding of crisis communication and appropriate responses/work products for each stage of a crisis. The emphasis in this class is crisis communication tactics, refinement of writing in prescribed formats (statements, letters, emails, press conferences, videos) - formats used manage a crisis.

This crisis communication class examines past, current and recent crisis for professional best practices and lessons learned. This class is unique in its use of unfolding, underway or anticipated crises. Students are expected to use critical thinking, judgment and PR writing skills in all assignments while working under pressure to convey succinct messages. The class agenda includes timed writing drills, impromptu activities and compressed response times and quick deadlines as these are factors in a crisis or situation and are therefore components of this class.

This is an **interactive class.**While in class students research, edit, improve work products, provide critical feedback to peers and demonstrate critical thinking and understanding of topics in round-table discussions and through presentations, drills and specific format writing.

 Each class meeting requires active participation and includes in-class assignments which cannot be made-up. Classes will meet in person and online to reconstruct the nature of real crises which often occur after work hours or on weekends and remotely in teams.

**Instructor’s Note to Students:**

*Your physical presence, cooperation, positive attitude, proactive attitude, creativity, responsiveness, problem- solving skills are needed. In an organization, it is the Public Relations professional who leads communication under pressure and skills of a crisis communicator on behalf of an organization.*

**Course Objectives:**

* Apply existing and develop further ethical conduct and finesse to include relationship building, judgment, organization leadership, strategic judgement and a calm voice in written work.
* Utilize editing skill in work to include content, format and overall quality.
* Identify and utilize Crisis Communication best practices including documents, platforms, word choices and concepts.
* Conduct case studies to research and critically evaluate stages of a crisis and the nuances and learn best practices.
* Understand how to best interact with media and public during each phase of a crisis
* Present research, recommendations, insights and evaluations in a professional manner.
* Examine recent crises for new organizational, public, social media, legal, justice, media and ethical trends, complexities and practices.
* During drills, work accurately, quickly and remotely to produce professional work products

**Instructor Contact and Office Hours:**

**Name:** Rebecca Noah Poynter, M.J.

**Contact:** [rebecca.poynter@unt.edu](mailto:rebecca.poynter@unt.edu)

**Contact Information:** I can be reached through by email from M-F from 8 a.m. to 5 p.m. I typically respond within 24 – 36 hours, except on weekends.

**Office Hours**:  I can meet 30 minutes before class and 30 minutes after class. I will be at the classroom area early to make it convenient before class.

**Preferred Address**: Professor Poynter or Ms. Poynter not Poynter (Although it is a very valuable name in the journalism profession!)

**Questions**: Do not hesitate to ask a question or note an obstacle in your learning process. I will work with you to the best of my ability.

**Requirements and Policies:**

**Class Attendance and Deadlines:**

***Class attendance is required****.* Meeting deadlines is a key component of PR professional development:

* If you miss class, it is your responsibility to check Canvas for assignment deadlines. Assignments are not accepted after the deadline.
* Assignments turned submitted to Canvas must be readable and formatted for instructor access or the assignment is graded as a zero.
* In-class assignments occur during class and cannot be made up.

**Excused Absence:** Contact me by Blackboard or email before or immediately after a missed class if you are not able to attend due to an excused absence event.  It is your responsibility to provide me with a written form of proof from a third party by the next class period.  Any missed assignment is due by the next class period. There is no make-up or modified due date for any assignment without an excused absence.

**Unexcused Absence***:* Missing a class without a written form of proof, arriving more than 5 minutes late, leaving early, leaving during class for more than 5 minutes is considered an unexcused absence.

**Reading Assignments:**

Readings should be completed prior to class meeting.  Articles and/ or review of certain websites will be assigned on Canvas. Weekly readings may include last minute articles and Tweets as they relate to unfolding news or crisis analysis.

**Suggested Textbook:**

The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age; Jordan Meier, Jane; CRC Press, 2011.

**Presentations:**

Professional visual material, workplace professional appearance and a polished professional verbal presentation are expected.

**Plagiarism/Academic Dishonesty:**

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) is plagiarism. Assignments or exams which contain plagiarized material or where answers are obtained in a illicit manner will receive a zero. Any assignment or test which demonstrates academic dishonesty will receive a zero. See the **MSOJ Academic Integrity Policy.**

**AI Policy:**

AI will be used for some assignments and will be noted in class announcements and/or assignment instructions. Use of AI for other assignments is not allowed and will be considered academic dishonesty.

**Writing Requirements:**

The AP Stylebook is the grammar, punctuation, spelling and usage guide for this class. Hidden hyperlinks are required in assignments. Citations (recommended style is APA) can occur at the end of the document.

Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking and knowledge of best practices.

**Grading:**

* A – All elements required are included. Neat appearance. Correct document format. AP style, no typos misspelling, careless errors, quotes correct. College level writing with clear and concise writing. Demonstrate understanding of best practices. ***Document is ready to be published or released.***

* B –Writing is not concise or clear and contains multiple errors and/or lacks understanding of best practices or concepts. ***Document requires correction ( more than two errors or improvements) and it not ready for release****.*

* C – Document does not meet PR standards for a finished product - missing elements, format, appearance, contains AP style, errors, immature writing and does not indicate understanding of related PR concepts. ***Document is careless, missing elements or unfinished and requires editing****.*

* *D –*Document is unacceptable as a professional communication work product. ***Document is a first draft effort in writing without required format or information and does not demonstrate PR best practices.***

Assignment requires a title, short paragraphs ( one point per paragraph) and hidden hyperlinks as well as end-note citations.

90 percent or higher of total possible points: A

80 percent - lower than 90 percent: B

70 percent - lower than 80 percent: C

60 percent - lower than 70 percent: D

Lower than 59.99%: F

**Student Learning Outcomes:**

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

* Demonstrate an understanding of diversity in domestic society in relation to mass communications
* 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

# 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

## There is no required text. However, if you plan to be a journalist, you may want to consider purchasing the recommended text online.

## OFFICE HOURS

**See above.**

## ATTENDANCE

Attendance is required. **See above.**

## 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.

## A green and white calendar with white text AI-generated content may be incorrect.

## 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 **Chilton Hall 410 S. Ave. C, Room 155.**

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**

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 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:

<https://forms.office.com/r/q9fakNFTM8>

This form should 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:

|  |
| --- |
| Individual Faculty Member/Advisor  Associate Dean, Mayborn School of Journalism  Dean, Mayborn School of Journalism |

## 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](file:///\\cas-shared.unt.ad.unt.edu\SHARED\JOUR\FACSTAFF\ADMINISTRATIVE\COURSES\COURSE%20SYLLABI%20&amp;%20ATTACHMENTS\SYLLABI%20ATTACHMENTS\2021-2022\SPRING%202022\Office%20of%20Disability%20Access) (<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.

**See above.**

## 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

There is a final presentation to outside Crisis Comm professional evaluators. There is no final exam.

## 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](http://www.my.unt.edu)). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. 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](http://www.spot.unt.edu)) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

|  |  |
| --- | --- |
| **Term** | **Survey Administration Dates** |
| [Regular Academic Session](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-regular.html) | November 11 - December 04 |
| [8W1](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w1.html) | September 30 - October 09 |
| [8W2](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w2.html) | December 02 - December 11 |

## 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](http://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)

(<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](https://studentaffairs.unt.edu/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](https://studentaffairs.unt.edu/care) – 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)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/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/): [(](file:///\\cas-shared.unt.ad.unt.edu\SHARED\JOUR\FACSTAFF\FACULTY%20&%20STAFF\SYLLABI%20&%20ATTACHMENTS\SYLLABI%20ATTACHMENTS\2020-2021\FALL%202020\FROM%20THORNE%20FOR%20CANVAS\()<http://www.suicidepreventionlifeline.org>)

## STATEMENTS OF STUDENT LEARNING OUTCOMES

This course will emphasize the following

* 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 grievancess
* 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
* 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 tools and technologies appropriate for the communications professions in which they work

**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.

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