

JOUR 100: Introduction to Journalism and Media Studies ***Fall, 2016***

Instructor:

Office:

Phone:

Email:

Office Hours: 2:30-4:00, Monday through Thursday
9:00-11:00 Thursday and Friday

Teaching Ass't.:

Office Hours:

Description:

This is a core course for pre-majors in the Greenspun School of Journalism and Media Studies. The course is taught as a modular course, focusing on four elements of media production: writing news, audio news, visual elements, and advertising/PR. The course will introduce our journalism pre-majors to the pragmatic, performative and presentational core competencies in journalism and media studies.

Outcomes:

When finished with this course, students should have a basic understanding of production objectives that are important for students as well as practitioners in the field of journalism and media studies:

- understanding the basic process of production,
- the ability to take a long story and rewrite it into different formats,
- understanding the process of audio production and editing, using free software,
- having the ability to manipulate images and video, and
- having the ability to create a small public relations, branding, or ad campaign as part of a team.

Text:

There is no text for this class, however be sure to read the following section about assigned readings!

NewsU: All students in JOUR 100 are required to register with **News University** (www.newsu.org). There is no charge for this and you will be required to work through three of the online courses over the term, each course taking between 1 and 3 hours. News University is an educational project of the Poynter Institute, and is funded by the John S. and James L. Knight Foundation. NewsU is committed to providing interactive, inexpensive courses that appeal to journalists at all levels of experience and in all types of media. Your teaching assistant will have more information about NewsU and how to report your results for credit as the semester goes on.

Lynda.com: All students in JOUR 100 will also complete three courses from Lynda.com. The courses are free of charge to all UNLV students and faculty. The university has a site license for Lynda.com and you are encouraged to explore even further than the courses assigned. The courses on Lynda.com are almost all about technical issues and can provide much useful instruction about many different hardware and software platforms.

Grading: Your grade in this course will be determined by a number of different elements. While there will not be any exams, per se, you will be graded on the short papers you will write, the production projects you complete, and the final project that draws everything together. Grading will be as follows:

- Project: 500 word backgrounder press release: 10 points
- Project: Creating a radio audio-only story: 15 points
- Project: Creating a visual video story: 15 points
- Project: Building a social media plan: 10 points
- Project: Creating a press kit with all elements: 20 points
- NewsU Courses (3@ 5 points each): 15 points
- Lynda.com Courses (3@ 5 pts each): 15 points

Total: 100 points

Final grading for this course generally runs as follows (Journalism and Media Studies pre-majors must pass all pre-journalism courses with a 2.00 average or better to move on in the major):

A:	100-94	C:	77-74
A-:	93-91	C-:	73-71
B+:	90-88	D+:	70-68
B:	87-84	D:	67-64
B-:	83-81	D-:	63-61
C+:	80-78	F:	60-0

Mail: Student's UNLV e-mail account (RebelMail) is one of the primary ways students will receive official university communication: information about deadlines, major campus events, and announcements. **Make sure you read your RebelMail messages at least once per day to see if there are any class-specific messages. You may also read messages on WebCampus, and this information source should be checked daily as well.**

Policies: **Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at:

<http://studentconduct.unlv.edu/misconduct/policy.html>.

Copyright – The University requires all members of the University Community to familiarize themselves and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://provost.unlv.edu/copyright/statements.html>.

Disability Resource Center (DRC) – Disability Resource Center (DRC) – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private

and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

UNLV complies with the provisions set forth in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. The DRC is located in the Student Services Complex (SSC-A), Room 143, phone (702) 895-0866, fax (702) 895-0651. For additional information, please visit: <http://drc.unlv.edu/>.

Religious Holidays Policy – Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed all course work up to the withdrawal date of that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. A student who receives an I is responsible for making up whatever work was lacking at the end of the semester. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Tutoring and Coaching – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling (702) 895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

University Library - Students may consult with a librarian on research

needs. For this class, the subject librarian is Susie Skarl (https://www.library.unlv.edu/contact/librarians_by_subject). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at:

<http://www.unlv.edu/registrar/calendars>

Rebelmail – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Missed Class(es) / Student – As a general rule, a student missing a class or laboratory assignment because of observance of a religious holiday shall have the opportunity to make up missed work. Students must notify me well before the planned absence to be assured of this opportunity. Students who represent UNLV at any official extracurricular activity shall also have the opportunity to make up assignments, but the student must

provide official written notification to me no less than one week prior to the missed class(es).

You will be allowed one unexcused absence from discussion sections. You will be docked 1 attendance point for the second, 2 points for the third, 3 points for the fourth, and four points for the fifth unexcused absence.

Posting Grades - In keeping with the Family Educational Rights and Privacy Acts (FERPA), grades will not be posted in any physical fashion. Rather, you may find your numerical point totals online at WebCampus.

Tentative Tuesday Schedule/Discussion Sections

Week 1	8/30 8/30	Intro: What to expect over the next fifteen weeks
Week 2	9/6 9/6	Writing: The base of Everything we do! Assign Press Release
Week 3	9/13 9/13	The Science of Sound Due: Press Release Assign: NewsU "Telling stories with sound"
Week 4	9/20 9/20	Speaker: Radio Producer Due: NewsU Assign: Lynda "Up and running with Audacity"
Week 5	9/27 9/27	Audio Editing Lynda.com: Up and Running with Audacity Due: Lynda "Up and running with Audacity" Assign Audio Story
Week 6	10/4 10/4	The Science of the visual Due: Audio Story Assign: NewsU: "Language of the Image"
Week 7	10/11 10/11	Speaker: Television Producer Due: "Language of the Image" Assign Video Story
Week 8	10/18 10/18	No Class in Greenspun Hall This week: The Great Debate We will meet elsewhere or work on your prproject
Week 9	10/25 10/25	Lynda.com: Picasa 3 Essential Training
Week 10	11/1 11/1	The Power of Still Photography Due: Video Story Assign: Lynda: "Picasa Essential Training"
Week 11	11/8 11/8	Speaker: Video or Photographic Producer Due: "Picasa Essential Training" Assign Social Media Plan
Week 12	11/15 11/15	Social Media: The future of journalism? Due: Social Media Plan Assign: Lynda "Prezi Essential Training"
Week 13	11/22 11/22	Presentations, and why they fail Due: "Prezi Essential Training" Assign: Online Press Kit
Week 14	11/29 11/29	NewsU: Beyond the Inverted Pyramid: Creating Alternative Story Forms Assignment: Press Kit
Week 15	12/6 12/6	Speaker:IMC Professional Due: Online Press Kit

Expectations: The Tuesday morning "lectures" will actually be introductions to various pieces of software, discussions of the courses you will do in Lynda.com and NewsU, and each Tuesday morning will start with me asking you for what's happening in our world. In other words, watch some news, read a newspaper or news magazine and come ready to talk about it! Your discussion sections will concentrate on helping you get the software downloaded so you can finish the assignments. You will write short reaction papers on the NewsU and Lynda courses, and those will go to the instructor in your discussions.