Fayetteville State University
College of Arts and Sciences
Communication Department

COMM 410: Mass Media Internship
Fall 2015

I. Locator Information:
Instructor: Mr. Joseph C. Ross
Course # and Name: COMM 410: Mass Media Internship
Office Location: 331 L. T. Taylor Bldg.
Semester Credit Hours: 3 Credit Hours
Office hours: TR 2P – 4P & MWF 2P – 4P
Day and Time Class Meets: MWF 11-11:50AM
Office Phone: 672-2030
Total Contact Hours for Class: 3
Email address: jross@uncfsu.edu

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU email may be found at http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf

II. Course Description:
A second course for students to further their experiences in communications media by continuing their program from COMM 410 or arranging a new program under the joint supervision of a communications agency and the course instructor.

III. Disabled Student Services:
In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203. Outside readings may be assigned as the particular needs arise. Ordinarily, this course will emphasize actual performance in work situation rather than classroom settings.

IV. Title IX – Sexual Misconduct
Fayetteville State University (University) is committed to fostering a safe campus environment where sexual misconduct — including sexual harassment, domestic and dating violence, sexual assault, and stalking - is unacceptable and is not tolerated. The University encourages students who may have experienced sexual misconduct to speak with someone at the University so that the University can provide the support that is needed and respond appropriately. The Sexual Misconduct policy can be found at the following link: http://www.uncfsu.edu/Documents/Policy/students/SexualMisconduct.pdf

Consulting with a Health Care Professional - A student who wishes to confidentially speak about an incident of sexual misconduct should contact either of the following individuals who are required to maintain confidentiality:

Ms. Pamela C. Fisher
Licensed Professional Counselor
Spaulding Building, Room 165
(910) 672-387
psmith@uncfsu.edu

Ms. Linda Melvin
Director, Student Health Services
Spaulding Building, Room 121
(910) 672-1454
lmelvi10@uncfsu.edu

Reporting an Incident of Sexual Misconduct - The University encourages students to report incidents of sexual misconduct. A student who wishes to report sexual misconduct or has questions about University policies and procedures regarding sexual misconduct should contact the following individual:

Ms. Victoria Ratliff
Deputy Title IX Coordinator for Students
Spaulding Building, Room 155
(910) 672-1222
vratliff@uncfsu.edu
Unlike the Licensed Professional Counselor or the Director of Student Health Services, the Deputy Title IX Coordinator is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee confidentiality, but a request for confidentiality will be considered and respected to the extent possible.

Students are also encouraged to report incidents of sexual misconduct to the University’s Police and Public Safety Department at (910) 672-1911.

V. Textbook:
Outside readings may be assigned as the particular needs arise. Ordinarily, this course will emphasize actual performance in work situation rather than classroom settings.

VI. Student Learning Outcomes –
Upon completion of this course, it is anticipated that the student will be able:
- To demonstrate an understanding of the subject matter, how it is related to other disciplines, and to their lives.
- To demonstrate in-depth knowledge of the content that the facilitator plans to teach
- To gain practical learning experience.
- To bridge the gap between the academic and professional worlds.

VII. Course Requirements and Evaluation Criteria
Success in this course will be based upon several factors, including:

A. Attending classes and internship.
B. Participating in class discussion.
C. All assignments must be typed (double spaced)
D. Performing satisfactorily at internship site.
E. Daily log must be verified by on-site supervisor.
F. 100 hours must be completed
G. Grade Distribution
   - Two-five page assessment to be submitted during mid-term 20%
   - On-site supervisor evaluation 20%
   - Video viewing and analysis use of computer for research 10%
   - Completion of a 100 hour daily verified log 50%

The University Grade Scales will be followed.
A= 92 – 100,   B= 83 – 91,   C= 73 – 82,   D=64 – 72,   F=Below 64

If Student assignments are evaluated using letter grades, the following conversion will be used.
A+ = 99   A = 96   A- = 93
B+ = 91   B = 88   B- = 84
C+ = 81   C = 78   C- = 74
D+ = 71   D = 68   D- = 64

H. Participation in class discussion.
I. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
J. Attendance at all assigned exercises and examinations.
K. Access to the Internet for web-enhance material.
L. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
M. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
N. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
O. Students are not permitted to use profanity in the classroom.
P. Students will not pass notes or carry on private conversations while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines, the instructor may deduct as many as twenty points from the student’s next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.
VIII. Course Outline and Assignment Schedule
During first week
Submit narrative statement by student justifying internship in relation to broader area of communications practice, theory or research.

By end of first week
A conference with faculty supervisor based on narrative statement.

During second week
The execution of form specifying particulars of internship by student, faculty advisor, and work supervisor (to be based on narrative statement in pervious assignment).

Beginning of 3rd week
A two-week report on the nature and progress of work during internship to be filed by student.

During mid-term
Mid-term report on internship on internship to be filed by student and discussed in conference with faculty advisor.

Last week of class
Final report on internship to be filed by student with both faculty advisor and work supervisor. Final grad determined by university advisor after thorough discussion with work supervisor.

During final exam week
Exit conference held between student intern and faculty advisor.

IX. Teaching Strategies
Teaching strategies include:
   i. Lectures an form distribution
   ii. Discussions of experience
   iii. Video Viewing and Analysis
   iv. Student Presentation

X. Bibliography
Newspaper: Fayetteville Observer-Times (daily); Raleigh News-Observer (daily); New York Times (daily); Washington Post (daily); Wall Street Journal (daily).
Magazines: Broadcasting and Cable (weekly); Time (weekly); Newsweek (weekly), Advertising Age (weekly).
Books: The Powers That Be, David Halberstam; Edward R. Murrow, Joseph Persico; In Search of History, Theodore H. White; The Making of the President (1960, '64, '68, '72), Theodore H. White; Fear and loathing in Las Vegas, Dr. Hunter S. Thompson; The Great Shark Hunt, Dr. Hunter s. Thompson; Television: The First 50 Years, Jeff Greenfield; The Tube of Plenty, Eric Baronou; Murrow and Times, A.M. Sperber; The Gutenberg Galaxy, Marshall McLuhan; The Global Village, Marshall McLuhan; The Medium is the Message, Marshall McLuhan, A History of American Film, Jack C. Ellis; In His Glory: William Paley, Sally Bedell Smith; The Camera Never Blinks, Dan Rather, Happy Talk, Fred Graham.