

**Fayetteville State University
College of Arts and Sciences
Department of Performing and Arts
Fall semester 2009**

I. Locator Information:

Instructor: R. Babatunde Oyinade, Ph.D.

Course # and Name: COMM 380: **COMM 380: Non-Broadcast Tele-Systems**

Office Location: BU 268

Semester Credit Hours: 3

Office hours: MW 1-1:00p T 10-4:00p

Day and Time Class Meets: MWF

Office Phone: 910-672-1402

Email address: __boyinade@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

This course is designed to help students develop their niche for news reporting and writing. Students will be exposed to news gathering practices, write and report the news, and learn students in unique styles of print as well as on-line journalism. It will explore the constant writing of news stories and emphasizes policy, principles, and concepts basic to the field of journalism. Prerequisite: COMM-201

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.

IV. TEXTBOOKS:

Brooks, Brian S., George Kennedy, Daryl R. Moen, & Don Ranly (2006). *News Reporting and Writing* (The Missouri Group) Bedford/St. Martin's Press. Boston, MA

Postman, N. (1984). *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. NY: Penguin Books. (Classic text on the implications of mass media in America).

V. STUDENT LEARNING OUTCOMES:

Upon successful completion of this class, students will be able to:

Knowledge:

1. Demonstrate an understanding of the news writing process.
2. Demonstrate an understanding of the elements of news.
3. Demonstrate an understanding of making sound observation.
4. Demonstrate an understanding of cultivating and using sources.
5. Demonstrate an understanding of the morality of Journalism.
6. Demonstrate an understanding of the laws, taboos, codes and ethics.

* Be able to locate and analyze data relevant to important social, political, economic, and scientific issues central to news reporting communication.

INTASC #1 The teacher understands the major concepts, assumptions, debates, processes of inquiry and ways of knowing that are central to the discipline he or she teaches.

Assessment:

1. Use a variety of formal and informal assessments aimed at meeting program goals and positive student learning including exams, class discussions, assignments, in class writings, peer review and publications

Reflection:

1. Reflect on and evaluate teaching and learning through class discussion, group discussion, and news writing assignments, news analysis, and teacher student conference.

INTASC #9.4 The teacher is committed to reflection, assessment, and learning as an ongoing process.

Technology:

1. Apply new technologies to teaching, learning and research including:
 - a) using variety of media technology to enhance presentational ability;
 - b) using computer word processor to edit and revise writing activities
 - c) using the Web to enhance library searches in addition to texts and the mass media

INTASC #6.13 NCPDI #6.4 The teacher knows how to use a variety of media communication tools, including audiovisual aids and computers, to enrich learning opportunities.

Diversity

1. Understand the differences that exists among people and their cultures and the ways in which these differences affect individuals' view of the world, their values, and their interpretations of these events of their lives by:
 - a. Listening and evaluating as a supportive member of a college audience to the presentations of fellow students
 - b. Adapting communication to a diverse audience.

INTASC #3 The teacher understands how students differ in their approaches to learning and creates instructional opportunities that are adapted to diverse learners.

Collaboration:

1. Collaborate with colleagues, parents, local schools, agencies and the community to support

learning and achievement for all students.

2. Collaborate in small group task team workshop

INTASC #10.12, NCDPI #10 The teacher establishes respectful and productive relationships with diverse home and community situations, and seeks to develop cooperative partnerships in support of learning and well being.

VI. COURSE REQUIREMENTS AND EVALUATION CRITERIA

Rubric: What you will be graded on in this course

Criteria for passing the course		Possible Points	Points Earned
News Interview	1	100	
Profiles	1	200	
Feature Writing	1	200	
Basic News	1	100	
Research Strategies	1	100	
Mid-term/Final Exam	1	200	
Class Participation		100	
Total	6	1000	

Rubric: Distribution of grades

Criteria	Excellent	Good	Average	Needs Work	Poor
920-1000	A				
830-910		B			
730-820			C		
640-720				D	
0-630					F

Student Responsibilities: To earn a passing grade in this course, a student must minimally attend 90% of all class meetings, submit assignments and complete all requirements. A student who wishes to achieve better than a passing grade should strive to actively participate in class discussions and activities, and show effort, thoughtfulness, and creativity in course assignments. Plagiarism, or using someone else's intellectual work as one's own, WILL NOT be tolerated. Plagiarizing will result in the failure for that assignment and may lead to one's failure of the course!

Absences and Make-up Policy:

- Your attendance is mandatory. By not attending class, you are not only hurting yourself, but putting your peers at a disadvantage since class discussion will suffer and activities

- will not be as interactive.
- Three absences with explanation will be allowed. For each absence after three, your grade will be reduced by two cumulative percentage points. NOTE: Cutting classes for reasons other than illness or emergency limits your allowed absences for real problems. In other words, don't cut.
 - Failure to submit your assignment on the due date will result in a reduced grade for that assignment by one full letter grade. Failure to missed assignment will result in a grade of zero for that assignment. Make-ups assignments and exams are always at the discretion of the instructor when the absence is unexcused.
 - * If you are absent, it is your responsibility to find out what you missed. Journalists must meet deadlines, so being absent does not change an assignment deadline for you, and neither one-point homework assignments nor quizzes can be made up.
Furthermore, late articles will not be eligible for peer or instructor critique.

Tardiness: Tardiness is annoying and frustrating for both your peers and the instructor. It is treated as an absence unless satisfactory explanation is made at the break or at the end of the period, not at a later date or not at all. Absences are excused for illness, requirement to work for bereavement (death of an immediate family member, i.e., parent, spouse, child, grandparent. A physician's excuse must be presented in the case of illness; an employer excuse must be presented for requirement to work; an obituary must be presented for bereavement. If you must leave for some reason (bathroom, water), please do so in a suitable manner. There is no need to ask permission, but keep exits to a minimum

VII: ACADEMIC SUPPORT SERVICES:

The librarians at Chesnutt library are available to assist students with their library research. If you have a problem accessing your Blackboard account, see a computer consultant at ITS or see me for assistance. Please see me about any problems that you might have completing your assignments.

VIII: COURSE OUTLINE WITH ASSIGNMENT SCHEDULE

Week One	Introduction to the class and syllabus (Introduction)
Week Two	The Nature of News
Week Three	The Changing News Business
Week Four	Interviewing (Interview assignment)
Week Five	In Their Own Words
Week Six	Gathering Information (News assignment)
Week Seven	Reporting with Numbers (Mid-term Exam)
Week Eight	The Inverted Pyramid (News assignment)
Week Nine	Writing to be Read

Week Ten	Beyond the Inverted Pyramid
Week Eleven	News releases/Investigative reporting (Feature Assignment)
Week Twelve	Speeches, News Conferences and Meetings
Week Thirteen	Other Type of Basic News/Sports/Media Law/Ethics
Week Fourteen	Covering a Beat/Business and Consumer (Research strategy due)
Week Fifteen	Writing for radio and television, PR, Online Media
Final Exam	(Final Examination)

IX. TEACHING STRATEGIES:

News reporting and writing is a course designed to offer the advanced undergraduate student a balanced perspective on the problems faced by consumers of mediated information and entertainment. This class embraces multiple approaches to reach that goal, including interpersonal interaction, group activities, discussion, individual research, and lecture. Students will have the chance to explore theories of the press as well as perspectives unique to the concept of journalism.

X. BIBLIOGRAPHY:

Classic Texts in News Reporting and writing:

Classic Texts Associate Press stylebook and Libel Manual, current edition:

Adam, Stuart G. and Roy Peter Clark (2006) *Journalism: The Democratic Craft*. Oxford University Press.

Brooks, S. Brian; George Kennedy; Daryl R. Moen and Don Ranly. (2006). *Telling the Story: The Convergence of Print, Broadcast and Online*—The Missouri Group. Bedford/St. Martin Publishers, New York, New York.

Brooks, Brian S.; James L. Pinson and Jean Caddy Wilson. (2006). 6th ed. *Working with Words: A Handbook for Media Writers and Editors*. Bedford/St. Martin Press.

Clark, Roy Peter & Christopher Scanlan (2006). (The pointer Institute) *America's Best Newspaper Writing: A Collection of ASNE Prizewinners*. Bedford/St. Martin Press. Boston, MA.

De Wolk, R. (2001). *Introduction to Online Journalism*. Boston: Allyn & Bacon.

Fedler, Fred; John R. Bender; Lucinda D. Davenport and Michael W. Drager (2001). *Reporting for the Media*. 7th ed. New York, NY: Oxford University Press.

Hall, J. (2001). *Online Journalism: A Critical Primer*. Sterling, VA: Pluto Press.

Hilliard, Robert L. (2000). *Writing for Television, Radio, and New Media*. 7th ed. Wadsworth Thomson Learning Publishers, Stamford, CT.

Irby, John; Kenton Bird; Susan English; and David Cuillier (2007). *Reporting that Matters: Public Affairs Coverage*. Allyn & Bacon Publishers, New York, New York.

Itule, Bruce D. & Douglas A. Anderson (1997) *News Writing and Reporting for Today's Media*. McGraw-Hill Publishers, Dubuque, Iowa.

Johnson, Carla (2005). *21st Century Feature Writing*. Allyn and Bacon Publishers, Boston, MA.

Lighty, Tom (1994). *Design Principles for desktop Publishers*. 2nd ed. Wadsworth Publishing Company, Belmont, CA

Marsh, C.; David W. Guth, and Bonnie Poovey Short. (2005). *Strategic writing: Multimedia writing for PR, Advertising, Sales & Marketing, and Business Communication*. Allyn & Bacon Publishers, Boston, MA.

Rystrom, Kenneth (2004). *The Why, Who and How of the Editorial Page*. 4th ed Strata Publishing, Inc., State College, Pennsylvania

Stein, M. L.; Susan F. Paterno; R. Christopher Burnett. (2006). 2nd ed. *Newswriter's Handbook: An Introduction to Journalism*. Blackwell Publishers, Oxford, England.

Stovall, James Glen (2002). *Writing for the Mass Media*. 5th ed. Allyn and Bacon Publishers. Boston, MA.

The Missouri Group. (2005) *News Reporting and writing*. 8th ed. Bedford/St. Martin Publishers. Boston, MA.

Yoop, Johnson Jan. (2005). *An Introduction to News Reporting: A Beginning Journalism Guide*. Allyn and Bacon Publishers, Boston, MA.

N. (2002). *The Associated Press Guide to Internet Research and Reporting*. New York: Perseus Books Group.

Whitaker, Richard W.; Janet E. Ramsey; Ronald D. Smith (2000). *News Media Writing, Print, Broadcast, Public Relations*. Addison Wesley Longman Publishers, New York, New York.

REVISION OF GRADES – STUDENT RESPONSIBILITIES

The following revisions become effective on August 16, 2007.

WN GRADE DISCONTINUED:

- WN - Withdrawal due to non-attendance - discontinued, effective August 16, 2007.

STUDENTS: Do not expect faculty to withdraw you for non-attendance. Drop or withdraw* from classes according to the deadlines published in the catalog. *See warning below about class withdrawals.

NEW TYPE OF GRADE: INTERIM GRADES – (New name for “midterm grade,” with additional purposes). Interim grades will be assigned from the first week of the semester until the deadline for class withdrawals. Interim grades are used for informational and warning purposes only; they are not part of your permanent transcript and have no effect on your GPA. Instructors may assign interim grade of F to warn students of poor academic performance or they may assign “X” or “EA” grades. (See below for explanations) After midterm, faculty will assign all students an interim grade of A – F to inform students of their academic status as of midterm.

- INTERIM GRADE X = NO SHOW – Assigned to students who are on a class roster, but never attend class. For warning purposes only; NOT a final grade.

STUDENTS: Check interim grades early in the semester. If you have an X grade, either begin attending the class or withdraw* from it. *See warning below about class withdrawals. If you do not take action in response to an X grade, you will receive a final grade of FN. (See “FN” below)

- INTERIM GRADE EA = EXCESSIVE ABSENCES - Assigned to students whose class absences exceed 10% of the total contact hours. For warning purposes only, NOT a final grade.

STUDENTS: Check your interim grades often. If you have an “EA” grade for a class, you are in jeopardy of failure if you do not take immediate actions. Either resume attending the class or withdraw from it. *See warning below about class withdrawals.

NEW FINAL GRADE:

- FN = FAILURE DUE TO NON-ATTENDANCE – Assigned to students who are on class roster, but never attend the class. An FN grades is equivalent to an F grade in the calculation of the GPA.

STUDENTS: You must attend (or withdraw* from) all the classes for which you are enrolled. *See warning below about class withdrawals.

WARNING ABOUT CLASS WITHDRAWALS:

- When you withdraw from a class, you are wasting your money and time. You receive no refund for withdrawing from individual classes and you slow your progress toward degree completion.
- If you withdraw from or fail more than one-third of your classes, you will no longer be eligible for financial aid.

- **STRIVE TO EARN CREDIT FOR ALL THE CLASSES IN WHICH YOU ENROLL;
WITHDRAW FROM CLASSES ONLY WHEN IT IS ABSOLUTELY NECESSARY!**