

**Fayetteville State University**  
**College of Humanities and Social Sciences**  
**Performing and Fine Arts**  
**COMM 410 Mass Media Internship**  
**Fall / 2009**

**I. Locator Information:**

Instructor: Mr. Joseph C. Ross

Course # and Name: COMM 410: Mass Media Internship

Semester Credit Hours: 3 Credit Hours

Day and Time Class Meets: MWF 10:00 – 10:50

Total Contact Hours for Class: 3

Email address: jross@uncfsu.edu

Office Location: 209 Telecomm Center

Office hours: MWF 11 -10, 2 -4 TR 10 - 11

Office Phone: 672-2030

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto: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:**

Mass Media Internship I: A course providing students with opportunities for combining theory and practice by their arranging, outlining, and engaging in a program of practical experience under the joint supervision of a communication organization or 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 (1<sup>st</sup> Floor); 910-672-1203.

**IV. Textbook:**

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

**V. 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.

**VI Course Requirements and Evaluation Criteria**

Success in this course will be based upon several factors, including:

Attending classes regularly, and Internship site punctually..

1. Participating in class discussion
2. All assignments must be typed (double spaced)
3. Performing satisfactorily at Internship site.
4. Daily log must be verified by on-site supervisor
5. 100 hours must be completed on site.
6. Grade Distribution

Two-five page assessment must be submitted during mid-term and final 20%

On-site supervisor evaluation 20%

Video viewing and analysis use of computer for research 20%

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

7. Participation in class discussion and on Internship site.
8. Students are expected to arrive to class and job site on time, remain in class and Internship site until dismissed by the instructor or job site supervisor, and refrain from preparing to leave class until it is dismissed. .
9. Attendance at all assigned exercises and on site job assignments..
10. Access to the Internet for web-enhance material.
11. Student/teacher supervisor relationships, as well as relationships among peers, must be respectful at all times.
12. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom job site environment..
13. Students must refrain from any activity that will disrupt the class or job site; this includes turning off cell phones and pagers.
14. Students are not permitted to use profanity in the classroom or no job site.
15. Students will not pass notes or carry on private conversations while class or job 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.

#### VI. Academic Support Resources –

Chestnutt Library  
Telecommunication Center (CCTV)  
Public Radio WFSS  
Student Radio WFSB  
Telecommunication Center's Computer Editing Lab

#### VII. Course Outline and Assignment Schedule

<b>Week 1</b>	Submit narrative statement by student justifying internship in relation to broader area of <b>Communications practice, theory or research.</b>
<b>Week 2</b>	The execution of form specifying particulars of internship student, faculty advisor, and <b>Work site supervisor (to be based on narrative statement in previous assignment)</b>
<b>Week 3</b>	A two-week report on the nature and progress of work during internship to be filed by student.

**During mid-term Mid-term report (HOUR LOG &two page paper) on Internship to be filed by student and discussed in conference with faculty advisor.**

**Last week of classes Final report on internship including 100 hour log, two-five page paper, and on-site Supervisor evaluation.**

**During final exam Final requirements turned in on day of final exam.**

#### VIII. Teaching Strategies

Teaching strategies include:

1. Lectures and form distribution
2. Discussions of experience
3. Video viewing and analysis

#### 4. Student presentation

#### IX. Bibliography

1. Melvin L. DeFleur and Everette E. Dennis, **Understanding Mass Communication**, 4<sup>th</sup> ed. (Boston: Houghton Mifflin, 2002).
2. Lauren Kessler, **The Dissident Press** (Beverly Hills: Sage, 1996).
3. Shirley Baigi, **News Talk 1** (Belmont, Calif.: Wadsworth, 1998).
4. Lewis A. Coser, Charles Kadushin, and Walter W. Powell, **Books: The Culture & Commerce of Publishing** (New York: Basic Books, 1994).
5. John R. Bittener, **Broadcast Law and Regulation** (Englewood Cliffs, N.J.: Prentice-Hall 1992).
6. R. Serge Denisoff, **Solid Gold** (New Brunswick, N.J.: Transaction Books, 1989).
7. Jeff Greenfield, **Television: The First Fifty Years** (New York: Abrams, 1996).
8. Jack C. Ellis, **A History of American Film**, 2<sup>nd</sup> ed. (Englewood Cliffs, N.J.: Prentice-Hall, 1985).
9. Stephen Fox, **The Mirror Makers: A History of American Advertising and Its Creators** (New York: Morrow, 1990).
10. Scott M. Cutlip, Allen H. Center and Glen M. Broom, **Effective Public Relations**, 6<sup>th</sup> ed. (Englewood Cliffs, N.J.: Prentice-Hall, 1985).
11. Ralph L. Holsinger, **Media Law** (New York: Random House, 1987).
12. L. John Martin, "Africa," **Global Journalism: Survey of International Communication**, 2<sup>nd</sup> ed. (New York: Longman, 1991).

#### References

##### Recommended Viewing

All local and network news programs, especially CNN's Media Circus and Science This Week. Students should also try to watch the cable American Movie Channel (AMC), Arts and Entertainment Channel (A&E) and the Discovery Channel (DISC). In additions, students are encouraged to view films shown in local theaters and on campus. Feel free to introduce these topics into classroom discussions. This class only works if you participate and ask questions.

##### Recommended Reading

In order to truly get everything out of this course, daily reading of newspapers and magazines is imperative. Feel free to bring in clippings to discuss in class as it pertains to the topics. In addition, I strongly recommend the following newspapers, magazines and book to broaden understanding of the media and its interaction with our culture.

##### Newspapers

Fayetteville Observer-Times (daily)  
Raleigh New-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)