Multimedia Writing (JOU3109C)

Instructor

Jessica Marsh

Email

Primary: Contact me through Canvas Conversations (inbox).

Secondary: jmarsh@ufl.edu

Office Location

Meetings are held via Zoom or phone call.

Office Hours

By appointment. Contact me to schedule a meeting.

Course Overview

Multimedia Writing introduces journalism and public relations writing and the use of multimedia tools in gathering and disseminating information.

Course Format & Instructional Methods

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. The course will be managed through the eLearning platform Canvas. You can access the course by logging into eLearning at http://elearning.ufl.edu.

The course is designed to include a variety of approaches. Most modules include video lectures. Each module includes assigned readings and activities to be completed; such activities include practice writing assignments, quizzes, class discussions, and a major writing assignment for the module. The major writing assignment draws upon all that you have learned and practiced within the module.

Required Texts

- Rich, Carole (2016). *Writing and Reporting News: A Coaching Method* (8th edition). Boston, MA: Cengage Learning

- Associated Press (AP) Stylebook (newest edition)
  The AP Stylebook is published each year in the spring. Each edition includes new terms, changes in previous rules and new guidelines for social media use. You may purchase the book in paperback or as an interactive e-book. To purchase the interactive e-book, go to: http://www.apstylebook.com.

  As a UF student, you have access to the AP Stylebook online for free through UF George A. Smathers Libraries. You can access the stylebook by following this link and selecting AP Stylebook Online. A limited number of people can access the online stylebook through the library at one time.

- Digital subscription to *The New York Times.* As a student at UF, you have access to a free digital subscription to *The New York Times.* To subscribe to *The New York Times*, follow the instructions below:
  1. Go to https://my.ufl.edu/ps/signon.html
  2. After signing in, select the Navigation Bar in the upper right corner (three stacked horizontal lines)
  3. Select "Main Menu"

4. Select "Quick Links"
5. Select "NY Times"
6. Select "Subscribe Now" and follow subscription instructions.
7. Verify email address and access NY Times

Course Goals & Objectives

This course was designed to encourage you to be proactive in your learning by requiring you to apply the concepts learned in each module to answering discussion posts that prompt critical thinking and completing assignments that develop and demonstrate your writing and communication skills. The ability to critically think and write and communicate clearly will benefit you whether you choose a career path in communications or another field.

In this course you will learn:

- *Terms and concepts used in the media industry*
- *How to communicate clearly and accurately in a variety of media styles: hard-news story, news feature story, profile story, news releases, photography, social media, and blogging*
- *How to take photos that follow basic photojournalism rules and how to write captions*
- *Best practices for blogging*
- *Best practices for creating a professional digital portfolio*
- *What makes a story newsworthy*
- *How to locate sources and conduct interviews for stories*
- *To edit your work, using correct spelling/grammar and following AP Style*

Course Relation to Student Learning Outcomes in the College of Journalism and Communications

Multimedia Writing provides you with the opportunity to develop and practice skills that are part of the core competencies of all majors in the college – conducting effective research, conducting interviews, writing in different media formats, developing a professional online brand, taking effective photographs, and demonstrating the ability to write with correct grammar and word use and using AP Style.

Diversity Statement

I consider this class to be a place where you will be treated with respect. I welcome individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class.

Furthermore, I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that you prefer, please let me know.

- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to talk with me. I also encourage you to reach out to Joanna Hernandez, CJC director of inclusion and diversity. You can email her at jhernandez@jou.ufl.edu.

POLICIES

Contact Policy

The best way to contact me is through the Canvas email system. During the week, I usually respond to emails within 48 hours. I am also available to meet by video chat or phone. Email me to arrange a time to chat.

I encourage you to reach out if you need clarification on assignment instructions, information found within readings/lectures, how your writing will be assessed, or the feedback I provide you.

Deadline Policy

You are expected to submit all assignments on time through Canvas. Deadlines are given in Eastern Standard Time.

Late assignments are usually only accepted in cases of documented emergencies, family emergencies, illness and documented technical issues. All other requests to submit an assignment late are considered on a case-by-case basis. If granted an extension on assignment for a reason not listed in the first sentence of this paragraph, a 10-point deduction or 10 percent deduction (for assignments less than or greater than 100 points) may apply. You MUST email me, the instructor, either before an assignment is due or no more than 48 hours after an assignment is due if you wish for more time to complete an assignment. If you do not contact me within 48 hours after the due date, you will receive a zero on the assignment.

Any request to make-up an assignment due to technical issues MUST be accompanied by the ticket number received from UF's e-learning Support Services or UF's Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem.

Assignments that I have approved for late submission will be assigned a new due date. You must complete the assignment by the new due date.

You are responsible for checking to see whether your work has been submitted to Canvas. After you submit your work, information about your submission will appear. "I thought I had submitted the assignment," is not an acceptable excuse for missing a deadline.

Submitting Work, Receiving Feedback, and Discussing Grade Policy

You will submit your assignments in Canvas, and I will provide feedback meant to encourage you and help you improve.

Depending on the assignment, you will see feedback in one or more of the following ways:

- A summary comment
- Annotated comments that can be read in DocViewer
- A completed rubric
- An attached file in the summary comment box
- An announcement providing general feedback to the class regarding an assignment

Read "How do I view assignment comments from my instructor? (Canvas)" for assistance with viewing feedback.

You are future communications professionals, and I have very high standards for your work. You will likely have a lot of errors at first; it's part of learning this style of writing. You are *strongly encouraged* to ask me any questions you might have or talk about any struggles you experience. If you have specific questions or concerns about a grade on an assignment, discussion post, quiz, etc., you must email me within a week of the assignment being returned to discuss the grade.

Grading Policy

Your grade in the course is based on completing several activities within each module.

Instructions will accompany each assignment, quiz, and discussion board you need to complete. A rubric will be provided for each assignment and discussion board; use the rubric as a checklist as you complete the assignment. Please ask questions if you need clarification on the assignment or how your work will be graded.

Accuracy is a key component in each writing assignment. Accuracy of facts and careful editing of your own work are important qualities to set you apart from other writers. To help encourage careful editing of your own work, points will be deducted in each written assignment for typographical and grammar errors. In Module 3 you will start to receive deductions for AP Style errors and fact errors. Examples of fact errors include incorrect information, misspelling a proper noun and having an incorrect number. Each fact error is -20 points.

In working on your assignments, be sure to allocate time to carefully proofread your work.

Notification Policy

I will communicate regularly with the class and with you individually as needed. It is important that you log into Canvas daily to check for new announcements, check the Canvas inbox, and review the feedback I have provided on your work. You may set up alerts to forward messages directly to your UF email address. To adjust your notification settings in Canvas, follow these guidelines.

Plagiarism Policy

Plagiarism and cheating will not be tolerated. Any attempt to represent the work, ideas, or writing of someone else as your own is considered plagiarism and will result in failure of the assignment, and potentially of the course. Willful and blatant incidents of plagiarism will be handed over to the Office of the Dean to be punished in accordance with University Policy. All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses, and you may not use work created by someone else. When you use information (including images) from any source, you should cite the content appropriately. If you have any questions regarding this policy, ask me! "But I didn't know..." is not an excuse.

Course Technology Policy

You will need reliable Internet access and a reliable computer with Microsoft Word (or other word-processing software that can generate a .doc or .docx file). If you do not submit your work through Canvas in the requested format, you will receive a zero on the assignment.

Check to see whether you have access to Microsoft Word for free through UF Apps (https://info.apps.ufl.edu/)

Netiquette: Communication Courtesy Policy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. This includes corresponding with your classmates as well as with me, your instructor.

Not sure of netiquette guidelines? Review guidelines here:
https://stat.ufl.edu/files/NetiquetteGuideforOnlineCourses-LLC.pdf

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code and the Student Conduct Code at:
https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

GETTING HELP

For issues with technical difficulties for eLearning in Canvas, please contact the UF Computing Help Desk and E-learning Support Services at: Email: helpdesk@ufl.edu (or) learning-support@ufl.edu; Phone: (352) 392-HELP (4357)

Also, consult the Canvas Student Guide on how to navigate and use Canvas as a student:
https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit
http://www.distance.ufl.edu/student-complaints to submit a complaint.

ADDITIONAL INFORMATION

Grading Scale

A	95 – 100	B -	80 – 82	D+	67 – 69
A -	90 – 94	C+	77 – 79	D	63 – 66
B+	87 – 89	C	73 – 76	D -	60 – 62
B	83 – 86	C -	70 – 72	E	59 and below

Course Schedule

Module	Week(s)	Assignments
Orientation & Introduction	May 9 – 14	Quiz: Syllabus DB: Introductions Purchase required texts, subscribe to *New York Times*
Mod. 1: Storytelling and News Values	May 9 – 14	Quiz: Reading quiz
Mod. 2: Story Organization and The Basic News Story (Pt. 1)	May 15 - 21	Quiz: Reading and lecture quiz Quiz: AP Style (Part 1) DB: Practice planning a story AS: Identifying qualities of news and focus of a story
Mod. 3: Story Organization and The Basic News Story (Pt. 2)	May 22 - 28	Quiz: Reading and lecture quiz AS: Practice writing a hard-news story AS: Write a hard-news story
Mod. 4: Writing Leads (Pt. 1)	May 29 – June 4 May 30: Holiday	Quiz: Reading and lecture quiz AS: Identifying summary leads, soft leads, and nut graphs
Mod. 5: Writing Leads (Pt. 2)	June 5 -11	Quiz: AP Style (Part 2)

Module	Week(s)	Assignments
		AS: Practice writing a news feature story
		AS: Write a news feature story
		Extra Credit: Multicultural story ideas
Mod. 6: Interviewing Techniques and Writing a Profile Story	June 12 -18 June 19- 25: Summer Break	Quiz: Reading and lecture quiz AS: Personal profile focus AS: Practice profile story workshop AS: Profile story of classmate
Mod. 7: Online Journalism and Writing for Social Media	June 26 – July 2	Quiz: Reading and lecture quiz DB: Blog pitch AS: Professional portfolio and blog setup
Mod. 8: Storytelling Using Photography	July 3 – July 9 July 4: Holiday	Quiz: Reading and lecture quiz DB: Photo essay pitch AS: Photo essay *Don't forget to post to your blog*
Mod. 9: Reporting and Writing Your Own Story	July 10 – 16	Quiz: Reading and lecture quiz DB: EHST story pitch AS: EHST story Extra Credit: EHST story published *Don't forget to post to your blog*
Mod. 10: Writing for Public Relations (Pt. 1)	July 17 – 23	Quiz: Reading and lecture quiz AS: Practice writing a news release AS: Writing a news release for an event *Don't forget to post to your blog*
Mod. 11: Writing for Public Relations (Pt. 2)	July 24 – 30	DB: Pitch Kickstarter product for news release AS: Kickstarter product news release *Don't forget to post to your blog*
Mod. 12: Professional Portfolio	Aug. 1 - 5	AS: Professional portfolio and blog

Important Dates

Classes begin: May 9
Drop/Add: Jan. 5 - 7, 10-11
Withdrawal from all courses with no fee liability: May 10

Classes end: Aug. 5
Final grades available: Aug. 10

Holidays:

May 30: Memorial Day

June 20-24: Summer Break

July 4: Independence Day

Disclaimer

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.