

Writing for Mass Communication (MMC 2100) Fall Semester 2017

COURSE SYLLABUS

CONTACT INFORMATION

Lead instructor:

Professor Rob Marino
(Sect. 042A, 1A18, 2694)

Email: through Canvas

Section instructor:

Mr. Richard Anguiano (Sect. 2693)

Email: through Canvas
Canvas: through Canvas

Section instructor:

Mr. Sean McCrory (Sect. 17E3)

Email: through Canvas

Section Instructor:

Mr. David Moore (Sect. 24F8)

Email: through Canvas

Virtual Office Hours: *(all through Conferences, Canvas)**

Mondays: 9-11 p.m.

Tuesdays: 9-11 p.m.

Wednesdays: 9-11 p.m.

Sundays: 9-11 p.m.

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***It is recommended that you attend ONE of the FOUR virtual office hours each week. Either Professor Marino or one of the four section instructors, Mr.

Anguiano, Mr. McCrory or Mr. Moore, will be moderating each of FOUR office hours during the week to provide immediate feedback on each assignment.

In fact, we suggest you work on your written assignments during our office hours. By being enrolled in this class, you have access to any of the FOUR weekly office hours.

The class is structured so you will have SEVEN (7) written assignments in addition to exams, quizzes and textbook exercises.

You should also be checking the MMC 2100 portal on Canvas several times each week. All course material will be available there: written assignments, tests and quizzes and textbook exercises as well as course handouts.

Additionally, you should be checking your primary email every few days. Professor Marino or your section instructor will be emailing weekly course updates.

COURSE DESCRIPTION

MMC 2100 is a pre-professional course designed to promote fundamental instruction and practice in writing as a basis for upper division courses in such areas as advertising, agriculture communications and technical communications. It is also an introductory course designed to provide basic instruction in writing for print and online media and advertising. Exploration of the role of mass media in today's world and its impact on our daily lives will be included in the course curriculum. Instructional Methods: video lecture, student-directed learning, hands-on production and peer evaluation.

GENERAL GOALS AND MAJOR LEARNING OUTCOMES

The major objective of MMC 2100 is for students to be able to write accurately and comprehensively using the tenets of good news writing. Students should also be able to use persuasive writing to sway selected publics without misrepresentation and to understand the dynamics of communication.

At the completion of the course, students will demonstrate:

- ☐ correct newspaper style in news writing
- ☐ the ability to write hard news copy in an informative and timely way
- ☐ the ability to write an online news story, including breaking news
- ☐ the ability to write features that capture reader interest
- ☐ the ability to write advertising copy and commercials that stress a unique selling point through emotional or rational appeal
- ☐ the ability to write a well-constructed cover letter and include major relevant sections of a resume

Prerequisite for course -- You must have completed the required six hours of English credit, typically ENC 1101

and ENC 1102. This requirement may be fulfilled through Advanced Placement scores.

REQUIRED TEXTBOOKS AND MATERIALS

Stovall, James Glen. *Writing for the Mass Media*. Ninth Edition. Pearson-Revel e-book. ISBN: 0134010574

*****you must purchase the access code to the ninth edition through the UF bookstore or through the Pearson.com website and register your account before gaining access to the Revel website**

*****The NINTH edition e-book is the **ONLY** EDITION that is acceptable for this class.**

View this video tutorial for help in setting up your Revel account:

: <https://www.youtube.com/watch?v=4q0xk55tU5w&list=PL9D77SRA6m1vxt1jcFppwbSjyc947ULI5&index=5>

*****There is also a written portion of this video available in the Start Here module of the MMC 2100 Canvas course*****

Goldstein, Norm, editor. *The Associated Press Stylebook*. Addison-Wesley Publishing. (2011 or later). The bookstores will often place the AP Stylebook in the section for JOU 3101. You may want to purchase the

iPhone app, which costs more than the print version but is searchable.

It is **EXPECTED** that students have both these books purchased and in their possession by the start of Module 2 (**MONDAY SEPT. 4**) – not having the books by that date will put any student significantly behind in the class

Other Materials

- ☐ Flash memory drive for transporting drafts of required lab assignments
- ☐ Reporter's notepad or small notebook for interview notes
- ☐ iPhone for taking photos
- ☐ Web Cam and Microphone (Skype account)suggested for conducting interviews virtually

RESOURCES

Communications Coaching Center (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for stories.

Computers – Call 392-HELP for locations and hours of computer labs on campus.

Career Resource Center – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC web site for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu>

Division of Student Services (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. This office will send a courtesy letter to your instructors about your absence.

Counseling Center (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues.

<http://www.counsel.ufl.edu>

Disability Resource Center – Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Should you have any complaints with your experience in this course please visit

<http://www.distance.ufl.edu/student-complaints> to submit a complaint.

University Writing Program (352-846-1138)– if you are an English as Second Language Student (ESL), this program offers writing assistance.

<https://writing.ufl.edu/writing-studio/for-students/esl-assistance/>

Course Evaluations

“Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results/>.

COURSE GRADING:

Your grade will be broken down this way:

65 percent -- average of SEVEN (7) written module assignments

15 percent – average of THREE (3) exams

10 percent – Pearson Revel Total Score – average of all chapter quizzes completed through the Pearson Revel textbook site

10 percent -- “other” assignments ***must be completed ONLY while that module is open***

ASSIGNMENTS

There are SEVEN (7) written module assignments that each count 100 points (your final written module assignment grade will be the average of those SEVEN assignments – each counts the same and no grades will be dropped):

- Resume/cover letter
- Police briefs (2)
- News Story
- Personality Profile
- Photo Essay
- Blog
- Ad Project

HOW WRITTEN MODULE ASSIGNMENTS ARE GRADED

Your grade on most writing assignments consists of the points earned for content minus the points deducted for errors and mechanics. To ensure consistency among written assignments, all instructors use the same grading standards.

One of the goals is to make sure all written assignments are comparable. All section instructors use the same grading standard. Your grade on each written assignment will consist of the points earned for content minus the points deducted for stylistic errors, such as grammar and AP Style. There will be a grammar review in Module 1; however, you are expected to know the basic rules of grammar (correct use of commas etc).

*****REVISION COMPONENT*****

MMC 2100 is structured to include not only faculty-to-student feedback but peer feedback as well. In several written assignments, you will be expected to revise your submission based on feedback received from your section instructor and classmates – meaning there will be two deadlines for those assignments: an initial deadline and a final deadline (that includes revisions you made based on the feedback from your section instructor) You

should incorporate ALL feedback received from your section instructor into your final submission.

There will be a -5 point deduction for not submitting by the initial deadline

You will also have access to all your classmates' submissions on the initial deadline and will be expected to provide brief feedback to TWO classmates.

Criteria for that feedback will be provided for these assignments: personality profile, photo essay, blog and ad project visual portion.

Your section instructor will ONLY comment on content issues, NOT stylistic issues (such as grammar and AP Style) – you are still responsible for accurately proof reading for these

HERE IS AN ADDITIONAL BREAKDOWN OF WRITTEN MODULE ASSIGNMENTS

Step One: Content

The content grade is based on criteria for each specific writing assignment. A rubric (a listing of grading criteria) will be provided for every assignment. The criteria vary depending on the particular lab assignment — news stories, news releases, advertising copy, etc. General

criteria for all assignments include writing style, organization, clarity and appropriateness for topic and audience.

Step Two: Mechanics

After determining the content grade, points will be deducted for grammatical errors, spelling errors, factual errors and AP style errors. The points are deducted as follows:

- 2 points = grammar/punctuation errors.
- 2 points = AP style errors.

*****NO LATE ASSIGNMENT WILL BE ACCEPTED***** Once each module closes, **NO assignments WILL BE ACCEPTED**

- 5 points = Misused word (their, there etc.)
- 10 points = Spelling error. Deducted both for misspelled words and AND TYPOS. If the same word is misspelled more than once in a story, -10 points will be subtracted only once.

- 20 points = Factual error. This includes inaccurate information and errors or typos in proper nouns, names, numbers, addresses, dates and quotes.

***See document "Fact error examples" for what constitutes a fact error

There will be a sliding scale for fact errors:

In Module 2 (resume/cover letter), a fact error = -10.

In Module 3 (police briefs), a fact error = -15.

Beginning in Module 4 (news story), a fact error = -20. Zero = You will receive a zero for using your friends, family members, employers or work colleagues as sources for stories that require your own reporting, as those would be seen as a potential conflict of interest. You may interview those individuals for background information or to help you identify other sources, but you may not include them in your story. You will receive a zero for making up information or quotes (fabrication) or plagiarism. You will receive a zero for using a photograph that you did not take for assignments that require you to take your own photographs.

THREE (3) EXAMS (15 PERCENT)

Exam One (100 points)

Exam Two (100 points)

Exam Three (100 points)

Each “open exam period” is listed at the end of this syllabus. Each exam will include 50 multiple-choice and true-false questions. There will be a study guide for each exam. No make-up exams will be given.

THERE WILL BE NO FINAL EXAM.

REVEL TOTAL SCORE/QUIZZES (10 PERCENT)

Your quiz grade will be the average of the chapter quiz grades from the Revel e-book.

See course schedule for dates

No make-up quizzes will be given. NO quiz grades will be dropped.

CANVAS DEADLINE POLICY

Online courses follow the same deadline policy and contain the same academic requirements/workload as in-person classes. If you have never taken an online class, make sure you have thoroughly read this section and completely understand MMC 2100's deadline policy.

UF's official attendance policy and can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

However, an online class is quite different in structure than an in-person class.

☐ All modules – as well as your written assignments -- will be open for a minimum of SEVEN (7) days, but several will be open for at least TWO WEEKS.

☐ It is expected that you complete ALL assignments for each module in that specified time period.

🔗 *****NO LATE WORK WILL BE ACCEPTED***** Once a module closes, you will be unable to submit an assignment

Attending an out-of-town trip for a UF club or athletic team during the week an assignment is due or temporarily losing Internet access or having work scheduling conflicts ARE NOT considered extreme emergency circumstances. It is expected that if a student is out of town for any reason the week an assignment is due that he/she bring along his/her laptop. It is also expected from students in online classes to budget their time properly and submit assignments on time. If you run into unforeseen Internet difficulties, it is up to you to find an alternative location to submit your assignment – and NOT wait until the last few minutes when you have limited submission options.

*****NO LATE WORK WILL BE ACCEPTED*****

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of

these assessments are available to students at
<https://evaluations.ufl.edu/results/>

GRADING SCALE (FOR WRITING ASSIGNMENTS AND THE COURSE OVERALL)

We do not assign minus grades.

A 90-100	C+ 77-79	D 60-66
B+ 87-89	C 70-76	E 59 and below
B 80-86	D+ 67-69	

ACADEMIC HONESTY GUIDELINES

Academic honesty is an important dimension of your performance as a student. As a student at the University of Florida, you have agreed to comply with the University Honor Code.

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

More information on the Honor Code can be found at:
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Review the information posted online that explains what academic dishonesty violations are, how to avoid those, and what the penalties are for those found guilty of violations.

In MMC 2100, if you are found to have committed an academic honesty violation in lecture or lab, you will receive a zero (0) for the assignment and may be reported to Student Judicial Affairs. Violations include:

- ☐ Receiving or giving help during a quiz or exam.
- ☐ Using someone else's quotes or information without appropriate attribution.
- ☐ Using friends, family members or work colleagues as sources in your stories
- ☐ Using someone else's photos for assignments that require you to take your own photos
- ☐ Making up quotes or information (i.e. fabrication)

You can read about issues related to academic dishonesty in the College of Journalism and Communications at

<http://www.jou.ufl.edu/academic/jou/honesty/>

IMPORTANT DATES

Drop-Add: Aug. 21-25, 2017

Last day to withdraw with no fee liability: Aug. 25, 2017

Last day to withdraw with 25 percent refund: Sept. 15, 2017

Last day to withdraw and receive a “W”: Nov. 20, 2017

MMC 2100: WRITING FOR MASS COMMUNICATION

TENTATIVE MMC 2100 COURSE OUTLINE/ FALL 2017

Module 1 (Aug. 21-Sept. 3): *All Module 1
coursework due by 11:59 p.m. Sunday Sept. 3**

*****Introductory in-class orientation meeting with
Professor Marino (Gannett Auditorium, Weimer Hall)
***optional, THURSDAY AUG. 24, 6 p.m. ***meeting
will also be available on Conferences-Canvas)**

Course overview. Review syllabus. Revel e-book quizzes:
Chapter 1: Sit Down and Write. Chapter 2: Basic Tools of
Writing. Review Grammar refresher. Appendix B & C.
Syllabus quiz.

Module 1 written assignment: written “prompt”***this
grade will count as part of the “other assignments”
portion of your overall grade (5 percent)

Module 2: Resume/cover letter (Sept. 4-10): *All Module 2 coursework due by 11:59 p.m. Sunday Sept. 10**

Revel e-book quizzes: Chapter 3: Style and the Stylebook and Chapter 13: Getting a Job in the Mass Media. Writing in correct journalistic style. Using the AP stylebook.

Appendix A. Using correct copy-editing symbols.

Module 2 written assignment: Resume/Cover Letter.

Module 3: Police brief (Sept. 11-17): *All Module 3 coursework due by 11:59 p.m. Sunday Sept. 17**

Revel e-book quiz: Chapter 5: Basic News Writing.

Writing police brief. Inverted pyramid. Nut graph.

Practice extra credit police brief.

Module 3 written assignment: Police brief.

Module 4: News story (Sept. 18-24): *All Module 4 coursework due by 11:59 p.m. Sunday Sept. 24**

Continue Chapter 5. Writing longer news story.

Direct/indirect quotes.

Revel e-book quiz: Chapter 7: Writing for the Web. How to write an online news story and best news Web sites.

Social media networks.

Begin personality profile assignment: profile memo – must be submitted BY SUNDAY Sept. 24 BY 11:59 p.m.

Module 4 written assignment: News Story.

*****EXAM #1: (CHAPTERS 1-7, APPENDIX A, B, C) –
“OPEN PERIOD”: THURSDAY SEPT. 21 at 10 a.m. through
FRIDAY SEPT. 22 at 11:59 p.m.*****

**Personality profile Module (TWO PARTS) – Part A:
interview portion (Sept. 25-Oct. 1)**

Chapter 6: Writing for Print Journalism (Feature Writing)

*****NO Revel e-book quiz, but closely review portion
indicated*****

Conduct interview with personality profile partner
through Canvas Conferences/Skype/or in person. Module
3 written assignment: submit Personality Peer Review
Survey BY 11:59 p.m. SUNDAY OCT. 1. (-10 point
deduction if survey is not submitted by this time).

**Personality profile—Part B: writing/revision portion --
(Oct. 2-8)**

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MANDATORY personality profile rough draft of first “250
words” to be submitted by 11:59 P.M. FRIDAY OCT. 6 --
submit the first 250 words of your profile and comment
on TWO of your classmates’ profiles by that time to
receive full credit.

*****From OCT. 7-8 you should make revisions to your
profile based on feedback you receive from your peers
and section instructor*****

***** FINAL PERSONALITY PROFILE DEADLINE: SUNDAY OCT. 8 by 11:59 P.M. ***Must include your section instructor's revisions*****

Media Law Module: (Oct. 9-22)

Revel e-book quiz: Chapter 12: The Writer and the Law.

*****EXAM #2: Media Law (Chapter 12): "OPEN PERIOD": THURSDAY OCT. 19 at 10 a.m. through FRIDAY OCT. 20 at 11:59 p.m.**

Alligator Media Law Quiz due by SUNDAY OCT. 22 at 11:59 p.m.

*****Professor Marino in-person office hours SUNDAY OCT. 15*****

Photo essay memo submitted by SUNDAY OCT. 22 (-10 point deduction if not submitted by this date)

Module 6: Photo Essay (Oct. 23-Nov. 5): *All Module 10 coursework due by 11:59 p.m. Sunday Nov. 5**

Revel e-book quiz: Chapter 9: Writing and Images.

Create Tumblr account once receive photo essay topic approval from your section instructor.

Photo essay instructions

MANDATORY photo essay rough draft and peer evaluation to be submitted by 11:59 p.m. FRIDAY NOV. 3 – submit rough draft of your photo essay URL link and

comment on TWO of your classmates' photo essays by that time to receive full credit.

From NOV. 4-5 you should make revisions to your photo essay based on feedback you receive from your section instructor

FINAL PHOTO ESSAY DEADLINE: SUNDAY NOV. 5 by 11:59 p.m.

Blog Module opened: WEDNESDAY NOV. 1

Blog memo submitted by SUNDAY NOV. 5 (-10 point deduction if not submitted by this date)

Blogging Module (Nov. 6-19)

No Revel e-book quiz this week, but closely review portion indicated

***Your blog will be posted ABOVE your photo essay on your Tumblr account once you receive blog topic approval from your section instructor.

MANDATORY blog rough draft and peer evaluation to be submitted by 11:59 p.m. FRIDAY NOV. 17 – submit rough draft of your blog and comment on TWO of your classmates' blogs by that time to receive full credit.

From NOV. 18-19 you should make revisions to your blog based on feedback you receive from your section instructor

FINAL BLOG DEADLINE: SUNDAY NOV. 19 by 11:59 p.m.

Ad project directions available beginning Monday Nov. 13

Ad project memo must be submitted by Sunday Nov. 19. (-10-point deduction if not submitted by this date)

*****Professor Marino in-person office hours SUNDAY NOV. 19*****

Module 8: Ad Project (Nov. 20-Dec. 6): *All Module 6 coursework due by 11:59 p.m. Wednesday Dec. 6**

Revel e-book quiz: Chapter 10: Writing Advertising Copy. Ad Project/Prezi instruction. Two parts = written portion + visual portion.

MANDATORY Visual portion rough draft and peer evaluation to be submitted by 11:59 p.m. SUNDAY DEC. 3 – submit rough draft of your visual portion and comment on TWO of your classmates' Prezi's by that time to receive full credit.

From Dec. 4-6 you should make revisions to your ad projects based on feedback you receive from your section instructor

*****Professor Marino in-person office hours SUNDAY DEC. 3*****

Module 9 written assignment: Ad Project due by WEDNESDAY DEC. 6 by 11:59 p.m.

*****EXAM #3 (CHAPTERS 9-10) "OPEN PERIOD": DEC. 5-6. (TUESDAY DEC. 5 at 10 a.m. through WEDNESDAY DEC. 6 at 11:59 P.M.)**

