

Writing for Mass Communication (MMC 2100) Summer A Semester 2018

COURSE SYLLABUS

CONTACT INFORMATION

Lead instructor: Professor Rob Marino
(Sect. 0151)
Email: through Canvas

Section instructor: Mr. Sean McCrory (Sect. 0735)
Email: through Canvas
Section Instructor: Mr. David Moore (Sect. 03D2)
Email: through Canvas

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

Tuesdays: 9-11 p.m.

Wednesdays: 9-11 p.m.

Sundays: 9-11 p.m.

*****This is a six-week summer semester course; however, you should be prepared to do 16 weeks' worth of work in that timeframe. That's why it's vital that you attend ONE of the virtual office hours each week. Either Professor Marino or one of the two lab instructors, Mr. McCrory or Mr. Moore, will be moderating each of THREE 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 THREE weekly office hours. The class is structured so you will have ONE written assignment per week in addition to exams, quizzes and e-textbook exercises/quizzes. 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, photojournalism 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 features that capture reader interest
- ☐ the ability to compile a photo essay based on proper photo journalistic techniques
- ☐ the ability to compile a blog based on proper journalistic and social media techniques
- ☐ 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: **9781323817001**

You will need to purchase the access code by following the instructions in the Canvas Start Here module of the course – this is the **ONLY** way to access the e-book

MMC 2100 will be participating in the UF All Access program for the Summer A 2018 semester. (REVEL quizzes are part of your grade in this course. Please have access by the second week of classes – MONDAY MAY 21.)

Students will have the choice to “Opt-In” to the digital access through a link provided in Canvas once classes begin for a reduced price and pay for these materials through their student account. Students who do not choose this option will be able to purchase a standalone code at non-discounted pricing through the UF Bookstore. Both options provide access to the same online materials however the discounted price will only be available through the Gator1 Central portal. You can log in to the Gator1 Central portal and view your participating courses when classes begin here: <https://www.bsd.ufl.edu/G1CO/IPay1f/start.aspx?TASK=INCLUDED>

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/access code purchased and in their possession by the start of the second week of classes (**MONDAY MAY 21**) – not having the books/access code 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 SIX written module assignments

15 percent – average of TWO (2) exams

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

10 percent – Module 1 written assignment/quizzes – syllabus, Alligator media law

ASSIGNMENTS

There are SIX (6) written module assignments that each count 100 points (your final written module assignment grade will be the average of those SIX assignments – each counts the same and no grades will be dropped):

- Resume/cover letter
- Media Law response
- Personality Profile
- Photo Essay
- Blog
- Ad Project

HOW WRITTEN MODULE ASSIGNMENTS ARE GRADED

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).

*****EXTRA CREDIT REVISION COMPONENT***** In several written assignments, you will have the option for +5 points of extra credit to revise your submission based on feedback received from your section instructor – 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) *****This is optional – you are NOT required to submit an “initial draft”;** however, historically in this class, students who receive feedback from their section instructor score higher on those assignments *****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 — personality profile, photo essay, 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:

- 1 points = grammar/punctuation errors.
- 1 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 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 Resume/Cover Letter Module, a fact error = -10.

In Media Law Module, a fact error = -15.

Beginning in Module 4: Personality Profile, 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.

TWO (2) EXAMS (15 PERCENT)

Exam One (100 points)

Exam Two (100 points)

Each "open exam period" is listed at the end of this syllabus. Each exam will include 75 multiple-choice questions and will be a timed format. 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**

QUIZZES, FIRST WRITTEN PROMPT (10 PERCENT)

This grade includes Module 1 written assignment, syllabus quiz and Alligator media law quiz

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.

☒ The majority of the modules – as well as your module written assignments -- will be open for a minimum of SEVEN (7) days, but several will be open for at least 10 days.

☒ 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 or for leisure purposes 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*****

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: May 14-15, 2018

Last day to withdraw with no fee liability: May 15, 2018

Last day to withdraw with 25 percent refund: May 23, 2018

Last day to withdraw and receive a "W": June 15, 2018

MMC 2100: WRITING FOR MASS COMMUNICATION TENTATIVE MMC 2100 COURSE OUTLINE/ SUMMER A 2018

*****Course Orientation: TUESDAY MAY 15, 3 p.m. (Weimer 3032)***Professor Marino will hold an orientation covering class procedures/protocol/assignments etc. – a Pearson Publishing rep will also be hand to answer questions on the e-book and access code – the orientation will also be available online on Canvas*****

Module 1: Intro and Start Here (May 14-16): *All Module 1 coursework due by 11:59 p.m. Wednesday May 16**

Course overview. Review syllabus. Revel e-book quizzes: Chapter 1: Sit Down and Write. Chapter 2: Basic Tools of Writing. Download, review Grammar refresher from Canvas. Syllabus quiz.

Module 1 written assignment: written "prompt"***this grade will count as part of the "other assignments" portion of your overall grade (10 percent)

Module 2: Resume/Cover Letter (May 14-20): *All Module 2 coursework due by 11:59 p.m. Sunday May 20**

Revel e-book quiz: Chapter 13: Getting a Job in the Mass Media.

Module 2 written assignment: Resume/Cover Letter.

Module 3: AP Style/Media Law (May 21-27): *All Module 3 coursework due by 11:59 p.m. Sunday May 27**

Revel e-book quizzes: Chapter 3: Style and the Stylebook. Writing in correct journalistic style. Using the AP Stylebook. Download/review AP Style Resource Sheet from Canvas.

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

Revel e-book quiz: Chapter 7: Writing for the Web.

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

Alligator Media Law Quiz due by SUNDAY MAY 27 at 11:59 p.m.

*****EXAM #1: (course handouts, Revel e-book CHAPTERS 1-7 and Chapter 12) – “OPEN PERIOD”: THURSDAY MAY 24 at 10 a.m. through FRIDAY MAY 25 at 11:59 p.m.*****

***Begin personality profile assignment: profile memo – must be submitted BY SUNDAY MAY 27 BY 11:59 p.m. (-10 point deduction if profile memo is not submitted by this time)

Module written assignment: 5-paragraph response to media law “prompt”

Personality profile Module (May 28-June 3)

Revel e-book: Chapter 6: Writing for Print Journalism (Feature Writing)

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

Your section instructor will pair you with a classmate for the personality profile.

Conduct interview with personality profile partner through Canvas Conferences/Skype/or in person. Module 3 written assignment: submit Personality Profile and Personality Peer Review Survey.

***Extra credit opportunity -- +5 points added to your overall personality profile grade if you submit the first 250 words of your profile to your section instructor BY FRIDAY JUNE 1 – your section instructor will offer feedback on content issues (but not stylistic issues such as grammar and AP Style) prior to the profile final deadline of SUNDAY JUNE 3

Submit Personality Peer Review Survey BY 11:59 p.m. SUNDAY JUNE 3. (-10 point deduction if survey is not submitted by this time).

*****Professor Marino will hold in-person office hours to review personality profiles – SUNDAY JUNE 3, time TBA**

FINAL PERSONALITY PROFILE DEADLINE: SUNDAY JUNE 3 by 11:59 P.M.

Photo Essay Module (May 29-June 10)

Photo Essay instructions available beginning Tuesday May 29

Photo essay memo must be submitted by Thursday May 31 (-10-point deduction if not submitted by this date)

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

Extra credit opportunity -- +5 points added to your overall ad grade if you submit your FINISHED photo essay to your section instructor BY FRIDAY JUNE 8 – your section instructor will offer feedback prior to the profile final deadline of SUNDAY JUNE 10

you should make revisions to your ad projects based on feedback you receive from your section instructor

FINAL PHOTO ESSAY DEADLINE: SUNDAY JUNE 10 by 11:59 p.m.

Blogging Module (June 5-17)

Blogging instructions available beginning Tuesday June 5

Blog memo must be submitted by Thursday June 7 (-10-point deductions if not submitted by this date)

No Revel e-book quiz this week, but closely review portion from Chapter 7 on Blogging.

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

Extra credit opportunity -- +5 points added to your overall blog grade if you submit your FINISHED blog to your section instructor BY FRIDAY JUNE 15 – your section instructor will offer feedback prior to the profile final deadline of SUNDAY JUNE 17

you should make revisions to your blog based on feedback you receive from your section instructor

FINAL BLOG DEADLINE: SUNDAY JUNE 17 by 11:59 p.m.

Ad Project Module (June 12-22)

Ad project directions available beginning Tuesday June 12

Ad project memo must be submitted by Thursday June 14. (-10-point deduction if not submitted by this date)

*****Ad project memo MUST BE approved by section instructor prior to beginning ad project*****

Revel e-book quiz: Chapter 10: Writing Advertising Copy.

Ad Project/instruction. Two parts = written portion + visual portion.

Extra credit opportunity -- +5 points added to your overall ad project grade if you submit your FINISHED visual portion to your section instructor BY WEDNESDAY JUNE 20 – your section instructor will offer feedback prior to the profile final deadline of FRIDAY JUNE 22

you should make revisions to your ad projects based on feedback you receive from your section instructor

FINAL AD PROJECT DEADLINE: FRIDAY JUNE 22 by 11:59 p.m.

*****EXAM #2 (Pearson Revel Chapter 9-10) "OPEN PERIOD": THURSDAY JUNE 21 at 10 a.m. through FRIDAY JUNE 22 at 11:59 P.M.**

