

## Writing for Mass Communication (MMC 2100) Summer A Semester 2019

# COURSE SYLLABUS

### CONTACT INFORMATION

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

**Section instructor:** Mr. Sean McCrory (Sect. 03D2)  
**Email:** through Canvas

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

Tuesdays: 9-11 p.m.

Sundays: 9-11 p.m.

\*\*\*It is recommended that you attend ONE of the TWO virtual office hours each week, particularly in a six-week summer course like this. Either Professor Marino or Mr. McCrory will be moderating each of TWO office hours during the week to provide immediate feedback on each assignment.

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

The class is structured so you will be writing assignments in addition to taking exams and quizzes working on e-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 e-textbook exercises as well as course handouts.

Additionally, you should be checking your primary email every few days. Professor Marino or Mr. McCrory 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 areas related to mass communications. It is also an introductory course designed to provide basic instruction in writing for print and online media, advertising and public relations. 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 as well as a demonstration of an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

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: **9781323817001**

\*\*\*You will need to purchase the access code by following the instructions below or 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 2019 semester. Students will have two options to gain access to the required REVEL digital materials. Students will have to choose to “Opt-In” to REVEL access through:

<https://www.bsd.ufl.edu/G1C/bookstore/allaccess.asp>

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 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 also log in to the Gator1 Central portal and view your participating courses when classes begin here: <https://www.bsd.ufl.edu>

\*\*\*(REVEL quizzes are part of your grade in this course. Please have access by the start of the second week of classes -- May 20.)\*\*\*

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 the Pearson Revel access code purchased and in their possession by the end of the second week of classes (**MONDAY MAY 20**) and the Associated Press Stylebook purchased and in their possession by the start of the second week of classes (**MONDAY MAY 20**) – not having the books by that date will put any student significantly behind in the class\*\*\* -- there are weekly quizzes connected with Pearson Revel material – there are no makeups for those quizzes (you will receive 0s on the quizzes not completed – you must have the access code to complete the quizzes)

### **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.

**Disability Resource Center** – Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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 (6) 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 -- “other” assignments\*\*\*must be completed ONLY while that module is open\*\*\*

## **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 “prompt”
- 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 misused words/spelling. 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: a rough-draft 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 a “rough 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 — photo essay, advertising copy, etc. General criteria for all assignments include writing style, organization, clarity and appropriateness for topic and audience.

### **Step Two: Mechanics**

There is a Mechanics category in each of your rubrics for all written assignments. Your grade will be partially assessed on the total number of grammatical and AP Style errors \*see each rubric in the Canvas module for that assignment\*

In addition, the following deductions will be assessed:

-5 points = Misused word (their, there etc.)

- 5 points = Spelling error. Deducted both for misspelled and AND TYPOS. If the same word is misspelled more than once in a story, -5 points will be subtracted only once.

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

There will be a sliding scale for fact errors:

In Module 2 written assignment (resume-cover letter), a fact error = -5.

In Module 3 written assignment (media law “prompt”), a fact error = -5.

Beginning in Module 4 written assignment personality profile, a fact error = -10.

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.

**\*\*\*NO LATE WORK WILL BE ACCEPTED ON ANY ASSIGNMENT\*\*\***

### **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 50 multiple-choice 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**

### **“OTHER ASSIGNMENTS” (10 PERCENT)**

This grade includes things such as Module 1 written assignment “prompt” and a 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 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 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 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://sccr.dso.ufl.edu/students/student-conduct-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)

### **IMPORTANT DATES**

Drop-Add: May 13-14

Last day to withdraw with no fee liability: May 14

Last day to withdraw with 25 percent refund: May 22

Last day to withdraw and receive a “W”: June 14

# **MMC 2100: WRITING FOR MASS COMMUNICATION TENTATIVE MMC 2100 COURSE OUTLINE/ SUMMER A 2019**

**Start Here Module and Module 1: Writing Prompt & Grammar: (May 13-19): \*\*\*All Module 1 coursework due by 11:59 p.m. Sunday May 19**

**\*\*\*Pearson Revel access code must be purchased and in hand by the start of the second week of classes on MONDAY MAY 20\*\*\***

Course overview. Review syllabus. 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 13-19): \*\*\*All Module 2 coursework due by 11:59 p.m. Sunday May 19**

Module 2 written assignment: Resume/Cover Letter.

**Module 3: Media Law: (May 20-26): \*\*\*All Module 3 coursework due by 11:59 p.m. Sunday May 26**

**\*\*\*Pearson Revel access code must be purchased and in hand by the start of the second week of classes on MONDAY MAY 20\*\*\***

Pearson Revel e-book quizzes: Chapter 3: Style and the Stylebook; Chapter 12: The Writer and the Law; Chapter 13: Getting a Job in the Mass Media.

**\*\*\*Exam #1: Media Law (Chapter 12): “OPEN PERIOD”: THURSDAY MAY 23 at 10 a.m. through FRIDAY MAY 24 at 11:59 p.m.**

Alligator Media Law Quiz due by SUNDAY MAY 26 at 11:59 p.m.

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

**\*\*\*AP Stylebook must be purchased and in hand BY MONDAY MAY 20\*\*\***

Writing in correct journalistic style. Using the AP stylebook. Using correct copy-editing symbols. Download, review AP Style Resource Sheet from Canvas.

**\*\*\*Begin personality profile assignment: profile memo – must be submitted BY SUNDAY MAY 26 BY 11:59 p.m. (-10 point deduction if profile memo is not submitted by this time)**

**Module 4: Personality profile (May 27-June 2)**

Pearson Revel e-book quizzes: Chapter 1: Sit Down and Write; Chapter 2: Basic Tools of Writing; Conduct interview with personality profile partner through Canvas Conferences/Skype/or in person.

Module 4 written assignment: submit Personality Peer Review Survey BY 11:59 p.m. SUNDAY JUNE 2. (-10 point deduction if survey is not submitted by this time).



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 4 written assignment: 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.  
Submit Personality Peer Review Survey BY 11:59 p.m. SUNDAY JUNE 2. (-10 point deduction if survey is not submitted by this time).

**FINAL PERSONALITY PROFILE DEADLINE: SUNDAY JUNE 2 by 11:59 P.M.**

**Photo essay memo instructions available beginning Tuesday May 28**

**Photo essay memo submitted to your section instructor by SUBDAY JUNE 2 (-10-point deduction if not submitted by this date)**

**Module 5: Photo Essay (May 28-June 9):**

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

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

Module 5 written assignment: compile a photo essay based on directions on Canvas

\*\*\*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 7 – your section instructor will offer feedback prior to the profile final deadline of SUNDAY JUNE 9\*\*\*

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

**FINAL PHOTO ESSAY DEADLINE: SUNDAY JUNE 9 by 11:59 p.m.**

**Blog instructions available beginning Tuesday June 4**

**Blog memo submitted to your section instructor by SUNDAY JUNE 9 (-10 point deduction if not submitted by this date)**

**Module 6: Blogging (June 4-16)**

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.

Module 6 written assignment: compile a blog based on directions on Canvas

\*\*\*Extra credit opportunity -- +5 points added to your overall blog grade if you submit your FINISHED blog to your section instructor BY FRIDAY JUNE 14 – your section instructor will offer feedback prior to the profile final deadline of SUNDAY JUNE 16\*\*\*

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

**FINAL BLOG DEADLINE: SUNDAY JUNE 16 by 11:59 p.m.**

**Ad project directions available beginning Tuesday June 11**

**Ad project memo must be submitted by Sunday June 17. (-10-point deduction if not submitted by this date)**

**Module 7: Advertising (June 11-21):**

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

Pearson 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 21 by 11:59 p.m.**

**\*\*\*EXAM #2 (CHAPTERS 9-10) "OPEN PERIOD": THURSDAY JUNE 20 at 10 a.m. through FRIDAY JUNE 21 at 11:59 P.M.**





