THE OHIO STATE UNIVERSITY

SYLLABUS: COMM 2221
WRITING AND EDITING FOR MEDIA
SPRING 2019

COURSE OVERVIEW

This course provides an in-depth study of the foundational skill necessary to become a professional journalist in the ever-changing media landscape. Students will create content with the intention of becoming published by the end of the semester.

Instructor

Instructor: Bethany Barker
Email address: barker.332@osu.edu
Office hours: Journalism 309 M/W 11:15-12:15 or by appointment
Online Office hours: Th 11:30-1:30 via CarmenConnect

Course description

Designed to help students develop the fundamentals of news reporting, writing, and editing across news platforms.

Course learning objectives

1. Write and produce professional news content, displaying a command of grammar, spelling, syntax and Associated Press style.
2. Understand the need for fairness, accuracy and expediency in news stories.
3. Demonstrate basic skills of interviewing and researching.
4. Adhere to ethical journalistic practices.
5. Begin to understand how social media and multimedia augment and enhance reporting, and utilize those skills in our reporting.
6. Walk into a newsroom and contribute as an editor and/or multimedia journalist on your first day by being proficient in reporting, writing, social media and multi-media elements.

Course learning outcomes

1. Write news articles in the inverted pyramid and feature style.

2. Tell factual stories across platforms.
3. Identify and execute articles that contain news value.
4. Interview appropriate live human experts in person, and take accurate notes that are utilized in articles to provide paraphrased facts and supporting quotes.
5. Develop story ideas.
6. Utilize social media in a professionally constructive way.
7. Get published in The lantern and TheLantern.com, or get footage on LanternTV.

Course materials

- "Always Get the Name of the Dog: A Guide to Interviewing" (available in iTunes store) $1.99
- AP Style Book (book, app or online) $26 https://www.apstylebook.com/
- The Lantern (print or online)
- Readings provided on Carmen

Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at https://ocio.osu.edu/help/hours, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit Carmen.osu.edu. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
  - Help guides on the use of Carmen can be found at https://resourcecenter.odee.osu.edu/carmen
  - **This course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - **Carmen accessibility**
- **iPad**
  - Students in this course will receive an iPad and case to use for the semester. The iPad will be loaded with applications to aid you in your writing and reporting. Guides for how to use the iPad and the applications are in the Week 2 module in Carmen. iPads will be handed out Week 2 and they are due back on the last day of class.

Grades

Assignment or category	Points
In-Class assignments (150 points—10 points each) You will have a variety of hands-on experiences on which to write in class. Your participation in and completion of these activities is key to your skill development, and will each be worth 10 points. They include simulated news events, coverage, write-ups on guest speakers, video and audio storytelling assignments, etc. These points can only be earned if you are in class for the activities, as they cannot be made up.	150
AP Style/ News Quiz Games (100 points—10 points per week/10 weeks) Every week we will work on our AP Style and news consumption with a quiz style game. We will be divided into teams, and you will work with your team to determine the answer to questions provided in class. We will then come together and see who gets the most answers correct. The team with the most gets a bonus point. To be successful, you must begin to write everything you can in AP Style and read news from a variety of sources, including legacy (Columbus Dispatch, New York Times, CNN, USA Today, Washington Post) and new media (Huffington Post, Slate, Buzzfeed).	100
News Story Almost anything can be considered news somewhere in the Ohio State community. We will find a story idea around campus and develop that idea into a news story using research, real-life, in-person interviewing and journalistic writing in the "inverted pyramid" style for submission to The Lantern. We will keep the story simple— something that is newsworthy to Ohio State readers. We will focus on the Who, What, When, Where, Why and How of each story. Examples would be action by president's office, new fee, new business, new appointment, sporting event, etc.	100
Pin the tail on the Campus	100

(100 points) This in-class activity will test your reporting skills in the real world on deadline. It is a game and a challenge, and will include reporting, writing, photography, videography and interviewing.	
Feature Feature articles have more of a "lifespan" than news articles and provide for more descriptive writing with a focus on people. These do not utilize the "inverted pyramid," but a style called the "writing hourglass," which features anecdotes, a "nut graph" and a body filled with descriptions and facts. You will write one feature article this semester on a topic related to the Ohio State community.	150
Midterm This will be made of two parts and last two days: Day 1: Deadline writing a story on a topic provided in class for submission to The Lantern Day 1: AP and course materials quiz (50 points) Editing and rewriting your draft.	200
Final The final project will allow you to show off your new skills. You will work as a part of a team to research a journalism-related topic and create a comprehensive project that is displayed on a Wordpress/ Wix or equivalent blog.	200
Total	1,000 Points and 100%

See course schedule, below, for due dates

Attendance

Attendance is expected for every class period. This is a flipped classroom where all readings and videos are expected to be completed prior to class. In-class assignments will help students to gain the skills necessary to complete the learning objectives. These activities may not be made up without a valid medical or university excuse. Documentation must be provided.

Late assignments

Assignments turned in after the deadline will only be accepted with a valid medical or university excuse. It is the student's responsibility to be sure the assignment submitted correctly. **Please check your Carmen folder after submission to ensure the upload is there and complete.** Students who know of an impending excused absence should notify the instructor with documentation ahead of the absence to arrange a makeup. **Makeups must be requested and turned in within 1 week of the original due date.**

Extra credit

There is a maximum of 20 extra-credit points available in this class, which will be applied to the final class point total. It may earn it by:

1. Participating the outside class activities identified during the semester (5 points per activity)
2. Take part in School of Communication research, and receive 5 points per activity.
3. If you submit a story BEYOND the ones you write for this class to The Lantern, and it gets published with only your by-line! All extra credit must be reported via Carmen by the last day of class.

Grading scale

93–100: A
90–92.9: A-
87–89.9: B+
83–86.9: B
80–82.9: B-
77–79.9: C+
73–76.9: C
70 –72.9: C-
67 –69.9: D+
60 –66.9: D
Below 60: E
Please note: Carmen and Buckeyelink do not round up grades. Your grades will be exactly what you have earned and **will not be rounded up**. Extra credit will be offered for students who wish to earn a chance to improve grades.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback
For assignments, you can generally expect feedback within **10-14 days**.

E-mail

I will reply to e-mails within **24 hours on school days**.

Instructor communication

At times announcements will be made to the class via Carmen Announcements and sent through a Carmen message. Please regularly check both to ensure you do not miss a communication. Make sure your Carmen messages are not sent to your Clutter folder.

Attendance, participation, and discussions

Communication guidelines

The following are my expectations for how we should communicate as a class. Please visit the Professionalism page in the Week 1 module. Above all, please remember to be respectful and thoughtful.

- **Writing style**: This course is intended to prepare you for future communications as a professional. Assignments should be approached in this manner. Please proofread, edit, and include appropriate language.
- **Tone and civility**: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Furthermore, rude or impatient communications are generally not appreciated in professional situations. Please consider your words as if you were a professional when communicating with other students, the instructor, and the teaching assistant.

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: http://advising.osu.edu/welcome.shtml

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: http://ssc.osu.edu

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes

associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

Academic integrity policy

Policies for this course

- **Reusing past work**: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

- **Collaboration and informal peer-review**: The course includes many opportunities for formal collaboration with your classmates. While study groups and peer-review of major written projects is encouraged, remember that comparing answers on a quiz or assignment is not permitted. If you're unsure about a particular situation, please feel free just to ask ahead of time.

- **Group projects**: This course includes group projects, which can be stressful for students when it comes to dividing work, taking credit, and receiving grades and feedback. I have attempted to make the guidelines for group work as clear as possible for each activity and assignment, but please let me know if you have any questions.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct http://studentlife.osu.edu/csc/

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary

medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Course schedule (tentative)

Reporting isn't always a scheduled event. As journalists, we must be nimble and able to adapt to the situation. This calendar was created in good faith that we will be able to complete these tasks on these days. However, we will be flexible to accommodate any situations that may enhance the learning experience.

Week	Dates	Monday	Wednesday
1	1/7-1/11	Welcome and Why journalism matters	AP Style and News Value
2	1/14-1/18	Talking technology Lantern Tour	Story ideas and inverted pyramid writing AP Style/Reading/News Quiz 1 Due: Story Idea (News)
3	1/21-1/25	*No Class MLK Day*	The Source Relationship AP Style/Reading/News Quiz 2
4	1/28-2/1	Let's get interviewing, First article work Due: News Article Draft	Story ideas and backgrounding Workshopping articles AP Style/Reading/News Quiz 3 Due: Story Idea (Feature) **Due: 1st News Article**
5	2/4-2/8	Editing and headlines Reporting with heart	Finding stories, writing with color & editing AP Style/Reading/News Quiz 4
6	2/11-2/15	Writing on Research Working with PR professionals AP Style/Reading/News Quiz 5	Feature Writing Work Due: Feature Article Draft **Due: Feature Article**
7	2/18-2/22	Photos, captions, and headline review Midterm story pitch meeting	Photo Walk **Due: PTTOTC idea**

8	2/25-3/1	Pin the Tail on the Campus **Due: PTTOTC article**	Midterm review AP Style/Reading/News Quiz 6
9	¾-3/8	Midterm Article Work Due: Midterm Article	Midterm Exam
10	3/11-3/15	**SPRING**	**BREAK**
11	3/18-3/22	Public records, FOIA and meetings AP Style/Reading/News Quiz 7	Learning live reporting and breaking news
12	3/25-3/29	Radio reporting	Broadcast reporting AP Style/Reading/News Quiz 8
13	4/1-4/5	Broadcast reporting	Social and Multimedia AP Style/Reading/News Quiz 9
14	4/8-4/12	Investigative reporting	Media law and ethics AP Style/Reading/News Quiz 10
15	4/15-4/19	Fake news	Final project work Due: Final Project Draft
16	4/22	**Final project presentations**	
Finals		**Final Project due 4/25**	