

COMMUNICATION 2221.01, NEWS MEDIA PRESENTATION (BRIDGE), AUTUMN 2012

Instructor – Thomas A. Schwartz, schwartz.13@osu.edu, Derby 3074, (614) 292-1006, (614) 263-8838

Class meetings – 12:10-2 p.m. Mondays, Journalism 281

Office hours – 11:10 a.m.-Noon, Mondays; 12:45-2 p.m. Tuesdays and Thursdays

Course purpose – The purpose of this class is to help students become better writers, editors and visual communicators. We will emphasize editing philosophy, issues and skills.

Text – Brian S. Brooks and James L. Pinson, *The Art of Editing in the Age of Convergence*, 9th ed. (Boston: Pearson 2009); Brian S. Brooks and James L. Pinson, *Student Workbook for The Art of Editing in the Age of Convergence*, 9th ed. (Boston: Pearson 2009); *The Associated Press Stylebook and Briefing on Media Law* (New York: The Associated Press 2012)

Class Procedure – Class meetings will consist of lecture, discussion and exercises on the topics on the class schedule. Participation in all aspects of the class is important to student understanding of the material. Students should be prepared for class by completing assignments by the deadlines.

Policies – Work cannot be made up. This policy is modified to the extent that the instructor determines that a student has a valid reason for missing a course requirement. A student must – before the date established for the requirement – request permission to adjust a deadline or administration of an examination. Late work will be penalized. Cases of cheating, plagiarism, duplication and fabrication will be referred to appropriate university authority.

Disability needs - Any student needing an accommodation based on the impact of a disability should contact the instructor and the OSU Office of Disability Services at (614) 292-3307 in Pomerene Hall 150 to coordinate any accommodations needed.

Grading – Your performance in the course will be graded in four areas, including story ideas (15 percent), journalism critiques (15 percent), exams and quizzes (30 percent), lab exercises (25 percent) and class participation (15 percent).

- Story ideas – Due at every class meeting (except exam days) are two story ideas on one printed page. Each story idea must be aimed at the Lantern reader. None of the ideas can be coverage of events. Concisely explain the story idea in two or three sentences. Why is this news? List three sources; at least two sources must be humans. Provide each source's name, title, institutional affiliation, and contact information. Include at least three questions to ask the sources. See the attachment for an example.
- News story critiques – Due at every class meeting is a critique of a story, photo, headline and/or graphic published within the past 30 days in a mainstream news medium or the Lantern. Bring a hard copy of the critiqued item to class. Staple to the hard copy a typed sheet that explains the critique. This may be as simple as catching one misuse of an AP style-book policy or as complex as questioning the fairness of a front-page story in The New York Times. Journalism in audio or video may be used but documentation is still required. See the attachment for an example.
- Examinations and quizzes – The exams will cover the material presented in class and the readings assigned for the periods covered by the exams. Exams will be a mix of multiple choice, true-false, matching and essay questions. The final exam will be comprehensive but will emphasize readings and material presented in class after the midterm. There will be regular quizzes on the editing material and on news and public affairs.
- Lab exercises – A student will have a variety of graded assignments to complete in the laboratory. A student will need the AP style book, the textbook and the editing work book for some lab meetings.
- Class participation – This portion of the grade is based on attendance and student involvement in class discussions. The grade depends on whether students have read the assigned material, completed class assignments and made constructive contributions to class meetings.

COMM 2221.01 SCHEDULE - AUTUMN 2012

| Date | Subject | Reading | Exam-quiz |
|--------------------------------|---|-------------------------------------|---|
| Aug. 27 | Overview | Chap. 1 | |
| Sept. 3 | Labor Day | | OSU closed |
| Sept. 10 | Changing media and audiences | Chap. 2 | AP style quiz: "Abbreviations and acronyms" |
| Sept. 17 | Editing process | Chap. 3 | News quiz |
| Sept. 24 | Editing for "big picture" | Chap. 4 | AP style quiz: "Time" |
| Oct. 1 | Editing for law, ethics and propriety | Chap. 5 | News quiz |
| Oct. 8 | Midterm exam | Chaps. 1-5 | Midterm exam |
| Oct. 15 | Editing for precision in language | Chap. 6 | AP style quiz: "Titles" |
| Oct. 22 | "Holistic" editing | Chap. 7 | News quiz |
| Oct. 29 | Headlines, titles, captions, blurbs | Chap. 8 | AP style quiz: "Ages," "addresses" and "composition titles" |
| Nov. 5 | Photos, graphics, type | Chap. 9 | News quiz |
| Nov. 12 | Veterans Day | | OSU closed |
| Nov. 19 | Issues and trends in editing: Diversity | Asne.org, ap.org, stateofthedia.org | AP style quiz |
| Nov. 26 | Issues and trends in editing: Press Freedom | Asne.org, ap.org, stateofthedia.org | News quiz |
| Dec. 3 | Issues and trends in editing: Ownership | Asne.org, ap.org, stateofthedia.org | AP style quiz |
| 12-1:45 p.m., Wed., Dec. 12 | Final exam | Chaps. 1-9, web articles | Final exam |

EXAMPLE OF A STORY IDEA

Your Name
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My roommate is a work-study student in the OSU Department of Hydrology. She said that as part of a celebration of its 100th anniversary, the department bought 5,000 flash drives with the department's name printed on them. They were given away as PR to alumni, students, donors and others. But the flash drives apparently don't work. The department is embarrassed. The theme of the story is government waste. Isn't there a way to keep this from happening at OSU? Whose idea was this? How much did it cost? Is this being refunded? Who made the flash drives?

Sources:

Muddy Watters, chair, OSU Department of Hydrology, watters.1@osu.edu, 614-292-1234

Claude Van Dam, chair, anniversary promotion committee, OSU Department of Hydrology, vandam.2@osu.edu, 614-292-2345

Flash N. Dahpan, president, Slapdash Flash Drive Co., slapdashflashdriveco.com, 209-876-5432

EXAMPLE OF A JOURNALISM CRITIQUE

Your Name
Comm 2221.01
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|  | <p>July 23, 2008</p> <p>New Hampshire's Valley News; http://www.oddee.com/item_97261.aspx</p> <p>The name of the newspaper is spelled incorrectly. "NEWSS" should be "NEWS."</p> |
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