

Point Loma Nazarene University
JRN250 section 2 - Intro to Journalism
Spring 2018 - Goforth

PLNU Mission Statement

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Location & Time

Cabrillo room 101; Monday, Wednesday, Friday, 11:00 am - 11:55 am.
Final Exam: Monday, Dec. 10, 10:30 am – 1:00 pm.

Professor

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Office location: room 126, Bond Academic Center
Department: Literature, Journalism, Writing, & Modern Languages (LJWL)

Prerequisites

Successful completion of the College Composition requirement (5 units).

Course Description

The study of the philosophy and practice of journalism with an emphasis on news gathering and writing as a process in traditional and current technological formats. Explores broadcasting, electronic media, and the role of journalists in society.

Course Learning Outcomes

Students who complete JRN250 will be able to:

1. demonstrate (comprehension, application) in theory and practice an understanding of what the 1st Amendment to the Constitution means in society and how that amendment is applied in the news media;
2. develop (comprehension) an understanding of and appreciation for the news media in a democracy;
3. exhibit (application) increasing competence in gathering and reporting news as a means for developing professional writing ability.

Multimedia Journalism Program Learning Outcomes (PLOs)

1. Students will exhibit effective research and reporting practices including the creation (**Synthesis**) and editing (**Application**) of a news story based on accepted industry standards and values. [**Written Communication, Information Literacy, Critical Thinking**]
2. Students will identify (**Knowledge**) and apply (**Application**) appropriate ethical and legal standards in their service to their communities and cultures. [**Critical Thinking**]
3. Employ (**Application**) oral communication appropriate to various news performance situations. [**Written Communication, Oral Communication**]
4. The student will be able to describe (**Knowledge**) how technologies shape the way people perceive and interact with the world and apply (**Application**) these digital tools and technologies appropriately for the communications professions in which they work. [**Written Communication, Information Literacy, Critical Thinking, and Quantitative Reasoning**]

The terms inside the brackets indicate the relationship of the learning outcome to WASC's five Core Competencies: Written Communication, Oral Communication, Information Literacy, Critical Thinking, and Quantitative Reasoning. WASC is the organization through which PLNU receives accreditation.

Text

The Associated Press Stylebook 2018

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing this material for tests.

Criterion for Success

Your final grade will be computed based on the following scale:

- A 90 – 100%
- B 80 – 89%
- C 70 – 79%
- D 60 – 69%
- F Below 60%

Breakdown of Grading Percentages:

Quizzes & Exercises	30%
Two tests (midterm and final)	20%
Attendance and Participation	10%
News Stories	40%

The majority of your grade (40%) will come from news stories where you come up with story idea and do the reporting, research, and writing yourself. You'll write one article for several mediums:

The news conference 4%

Diversity Profile 4%

Listicle 3%

Aggregation 5%

Print 7%

Broadcast 7%

Web 10%

Extra credit will be offered for additional news articles (reporting with original sources) but not aggregation or opinion pieces.

News Awareness

While a member of this class, you will be treated as a journalist. Get into the flow of news. A journalist should have a basic general knowledge of current events. Be able to identify the major players in the major news stories. Currents events questions could be a part of our quizzes. Be prepared by knowing what's happening in national politics, state news, entertainment, business, international events, etc.

Conduct

When interacting with news sources, act in a professional manner at all times whether in person, through the Internet or over the phone. This includes dressing appropriately for meetings. Your behavior and appearance reflect on our school.

LJML Departmental Mission Statement

Welcome to the Department of Literature, Journalism and Modern Languages. Embodying the core values of a Christian liberal arts education in the Wesleyan theological tradition, and focusing on the power of language and story to shape us and our world, the LJML Department and programs will provide students with knowledge, skills, and experiences to equip them to understand, interpret, analyze, evaluate, and create texts as linguistic and/or artistic expressions of diverse human experiences. We value reading, writing, researching, speaking, and discussing as profound means of participating in the redemptive work of God in all of creation. The following document will provide you with the information sources and information guidelines to University and Departmental policies that apply to all courses taken in this Department.

Final Exam Policy

Successful completion of this class requires taking the final examination on its scheduled day. No requests for early examinations or alternative days will be approved.

PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the U.S. Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

Academic Accommodations

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU Attendance and Participation Policy

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report, which may result in de-

enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.

JRN250 Attendance Policy

Missing a class means losing points for attendance, participation and in class work. If you must miss a class for a valid reason (illness, family emergency, school activity, etc.) then documentation will be required.

If you miss an in-class exercise for an unexcused absence, you will be given a zero. There are no makeups for much of the in-class work.

Tardiness disrupts the class environment and hinders your own learning. If you arrive after the roll has been sent around for everyone to sign in, you'll be docked half of an absence. You will also lose half credit for class attendance any day you leave early.

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss.

JNR250 Participation Policy

This course requires your active involvement. If you want to learn as much as possible, you should come to class ready to initiate ideas, share relevant experiences, reflect on what others say, and discuss the readings, videos, etc. Strive to see other points of view and consider them critically. As a member of this class you are expected to be respectful toward others and their views, even when they radically oppose your beliefs. Listen respectfully to others but don't shy away from expressing your own ideas. Don't be afraid to wade in and soak up all you can.

I'll be asking your opinion on some controversial issues. I don't want you to simply reflect back what you believe I already think. I want to hear your own opinion. Be ready to not only explain but also defend your positions.

Public Discourse

In this class you will often select your own writing topics. You are encouraged to write on topics that matter to you, and while this can elicit writing that is deeply personal, be prepared to share your work with others. Because of the nature of class discussions and general feedback given to written work and/projects, consider your writing for this class as public discourse.

Inclusive Language

Because the Literature, Journalism, and Modern Language department recognizes the power of language, all public language used in this course, including written and

spoken discourse will be inclusive. This standard is outlined by all major academic style guides, including MLA, APA, and Chicago, and is the norm in university-level work.

Diversity Statement

Point Loma Nazarene University is committed to diversity in the classroom, in its publications and in its various organizations and components. Faculty and staff recognize that the diverse backgrounds and perspectives of their colleagues and students are best served through respect toward gender, disability, age, socioeconomic status, ethnicity, race, culture and other personal characteristics. In addition, the department of Literature, Journalism, and Modern Languages is committed to taking a leadership position that calls for promoting a commitment to diversity in and out of the classroom and in the practices of writing, journalism, and the study of literature and languages.

Sexual Harassment & Assault

Federal Law, Title IX, and Point Loma Nazarene University policy prohibits gender discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking. Alleged violations can be reported non-confidentially to the University's Title IX Office (619) 849-2479, Third Floor of Nicholson Commons, Room 303. Reports to law enforcement can be made to the PLNU Department of Public Safety (619) 849-2525. For emergencies call 911.

I will seek to keep information you share with me private to the greatest extent possible, but as a professor I have mandatory reporting responsibility to share information regarding sexual misconduct and crimes I learn about to help make our campus a safer place for all.

FERPA

In compliance with federal law, neither PLNU student ID nor social security number should be used in publically posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (each faculty member choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the undergrad student catalog.

Flexibility

The aforementioned requirements, assignments, policies, evaluation procedures, etc., are subject to change. Students' experiences and needs, as well as emerging knowledge, will be considered in modifying this course syllabus.

Disclaimer

This syllabus is subject to change at the discretion of the instructor and does not constitute a contractual agreement between the student and the instructor or Point Loma Nazarene University.

JRN250 / FALL 18 TOPIC SCHEDULE

THE SYLLABUS

ONE-MINUTE SPEECHES

THE NEWS CONFERENCE EXERCISE

INTERVIEWS

WHAT IS NEWS?

NEWS WRITING BASICS

LISTICLES

COPYRIGHT & PLAGIARISM

WRITING LEADS

AGGREGATION

QUOTES & ATTRIBUTION

THE STYLEBOOK

STORY IDEAS

HARD NEWS V FEATURES

THE JOB OF A JOURNALIST

NEWS WRITING INTRODUCTION

MIDDLE VOICE: BALANCE & CODE SWITCHING

GRAMMAR

DIVERSITY WRITING

DISABILITY WRITING

NEWS HISTORY

NUMBERS IN NEWS STORIES

WRITING FOR BROADCAST

UNPACKING A TV NEWSCAST

WRITING TEASES

WRITING FROM PRESS RELEASES

WRITING HEADLINES

WRITING FOR DIGITAL & SEO

SOCIAL MEDIA

RESEARCH & SOURCES

FREE SPEECH

WHY A FREE PRESS MATTERS

MEDIA LAW

MEDIA ETHICS

REPORTING ISSUES

NO CLASS DAYS

SEPT 3 (MON) – LABOR DAY

OCT 19 (FRI) – FALL BREAK

NOV 21-23 (WED-FRI) – THANKSGIVING

ARTICLE DUE DATES (subject to change)

SEPT 9 (SUN) – article 1: the news conference

SEPT 16 (SUN) – article 2: the diversity profile

SEPT 21 (FRI) – aggregation topic

SEPT 24 (MON) – group listicle

SEPT 26 (WED) - article 3: aggregation

OCT 5 (FRI) – print article topic due

OCT 5 (FRI) – birthday story due

OCT 14 (SUN) - article 4: print

NOV 4 (SUN) – article 5: broadcast

NOV 18 (SUN) - article 6: online

DEC 7 (FRI) – optional article 7: your style choice

TEST DATES

OCT 17 (WED) – MIDTERM

DEC 10 (MON) – FINAL (10:30a-1pm)

