

Point Loma Nazarene University
JRN4030 Multimedia Journalism
SPRING 2022

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.

The Basics

Location: remote delivery

Time: Tuesday and Thursday, 3:00 pm - 4:15 pm

Professor: Stephen Goforth

Email: sgoforth@pointloma.edu

Phone: 678-472-1646

Office Hours: By appointment

Final: Thursday, May 5, 2022, 4:30 pm – 7:00 pm

Department: Literature, Journalism, Writing, & Languages (LJWL)

Prerequisites

COM 2043 Introduction to TV and Film Production

JRN 2050 Introduction to Journalism

Course Description

Extensive practice in multimedia storytelling. Students plan, storyboard, research, create, and produce story packages with text, video, audio, photos, graphics, and interactive elements designed to complement one another in the most compelling and informative manner. Offered in the fall semester of even numbered years typically.

Course Learning Outcomes

Students who complete JRN4030 will be able to:

1. write (**application**, **synthesis**) news copy clearly and accurately according to news values appropriate to online journalism. (MUJO PLO 1)

2. create and edit (**synthesis**) hard news, feature, and opinion content based on accepted industry standards for online journalism. (MUJO PLO 2)
3. exhibit (**application**) ethical decision making in story selection and content. (MUJO PLO 3)
4. exhibit (**application, synthesis**) behavior appropriate to news professionals, including leadership, teamwork, dependability and responsibility. (MUJO PLO 4)

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.

Class Learning Outcomes

Students who complete WRI4030 will be able to:

- Write news copy clearly and accurately according to news values appropriate to online journalism.
- Create and edit hard news, feature, and opinion content based on accepted industry standards for online journalism.
- Exhibit ethical decision making in story selection and content.
- Exhibit behavior appropriate to news professionals, including leadership, teamwork, dependability and responsibility.
- Incorporate use of technology in newsgathering (including video gathering, editing and presentation, audio gathering, editing and presentation and writing for multiple platforms)

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

Text and Articles

There is no required textbook for this class. However, it is recommended that you have access to a copy of the most recent edition of *The Associated Press Stylebook* either in print or through an online subscription.

Equipment

Students will use their own smart phones (or laptops) for gathering, editing, and publishing audio, video, etc.)

Grading

Total points obtained on each of the areas listed in grading will be converted based on the indicated percentage and 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%

Here are the standards for specific letter grades:

- A = Substantially error-free and ready for broadcast or publication
- B = Solid effort; only minor editing errors
- C = Average work; needs some reorganization and rewrite
- D = Multiple errors; needs major rewrite
- F = Gross factual errors; unsuitable for broadcast or publication
- 0 = Missed deadline; ignored assignment

No grades will be given over the phone or by e-mail.

Grading

Online Projects	60%
Final Exam	10%
Daily quizzes/exercises	20%
Participation	5%
Attendance	5%

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.

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 role 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.

Public Discourse

Much of the work we will do in this class is cooperative, by nature of the class discussions and general feedback given to written work and/projects; thus you should think of all your writing and speaking for and in class as public, not private, discourse. By continuing in this class, you acknowledge that your work will be viewed by others in the class. Thinking of our class work as public and shared also gives us the chance to treat one another with gentleness and compassion.

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.

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.