



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title: JOUR 421 – Digital Journalism

Course CRN # and Section: 20295 - 01

Semester Taught (including year): Spring 2019

Credit Hours: 3

Prerequisites: JOUR 211, JOUR 329

Course Time (if applicable): TR 9:30 a.m. – 10:45 a.m.

Building and Room Number (if applicable): Library B8

Professor: Ms. Heather Hamilton

Office Location: Fine Arts M03

Office Hours: MWF 10:00 - 10:50

TR 12:30 - 1:30

By Appointment

Email: hmhamilton@concord.edu

Phone: 304-384-5303

Course Description/Rationale: In this course, students will plan, write and package stories for online platforms. Students will learn the entire process- preparing, uploading and updating stories-of writing for the Web. Students will be exposed to industry standard publishing software and other online platforms.

Course Management System (Blackboard/Moodle or other systems): Blackboard

Hardware/Software Needed (include privacy policies, if applicable): Reliable Internet

Text requirements:

Writing and Editing for Digital Media. Brian Carroll. ISBN: 978-1138636033

Multimedia Foundations: Core Concepts for Digital Design. Vic Costello. ISBN: 978-0240813943

Mobile and Social Media Journalism. Anthony Adornato. ISBN: 978-1506357140

Concord University Educational Goal(s):

Goal 1.1b: “Effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse: reading & writing, graphic communication, media literacy.”

Goal 2.6: “An awareness of the aesthetic principles, methods, materials, and media employed in artistic performance and the creation of works of art and literature.”

National Standards (if applicable): N/A

Specific Learning Outcomes: The primary focus of this course is to give you the necessary skills and knowledge to plan, write, and package stories for online platforms. By the end of the semester, I hope you will have learned the following:

- To plan, create, and maintain an online platform
- To produce multimedia stories
- To write and edit for digital platforms
- To properly utilize social media and other mobile platforms to report
- To understand ethical considerations in the Digital Age

Course Requirements

Three Multimedia Stories	225
Six Blog Posts	150
Assignments	400
Final: Website	250
<u>Attendance/ Participation</u>	<u>50</u>
Total	1,075

Grading Policy and Scale, Make-up Policy, Late Work

Scale:

- 100 – 90 A**
- 89 – 80 B**
- 79 – 70 C**
- 69 – 60 D**
- Below 59 F**

Late Work:

Deadlines are a major part of your educational career and will be in your professional career. Therefore, it is your responsibility and highly important to consistently meet the deadlines assigned for this class. With that said, **if an assignment or activity is not received by your instructor prior to the deadline, 10 points will be deducted from your assignment. If the assignment is not handed into your instructor by the next class period, you will receive a grade of zero for that assignment.**

Should extenuating circumstances arise, you are responsible for contacting me as soon as possible, preferably beforehand, for consideration.

Reading:

You are responsible for all assigned reading. You should have the chapter(s) completely read before the class hour, so that you can ask questions, discuss points, and/or complete an assignment in and out-of-class. Throughout the semester, you should also be reading and examining various multimedia stories. You will be reading some of these pieces for assignments, but you should also be reading these on your own.

Plagiarism:

Plagiarism—the act of presenting the ideas and/or words of an outside source, published or not, as if they were one’s own—***will not be tolerated*** and is subject to the most stringent punishment, including failure on the assignment, failure in the course and/or dismissal from the college. Please be responsible in this regard.

Attendance:

Your university experience calls for the same level of professionalism and punctuality as employment. It is expected that everyone attend class on a regular basis to ensure the greatest chance for learning and understanding. Each student is given ***four absences*** to be used for illness, interviews, school sponsored events or other personal circumstances. Every additional absence results in a ***10-point deduction from the final grade.***

Just as with an employer, it is expected that you inform me when you miss class. For extenuating circumstances (e.g., death of close family, jury duty, etc), I ask that you tell me as soon as possible so I can work with you to reach some sort of compromise. With the availability of e-mail and cellphones, there is no excuse for not contacting me about situations that arise.

Classroom Conduct:

It is important that everyone behave professionally in order to accommodate learning and show respect. Your conduct should never disrupt the ability of others to listen.

Disruptive behaviors that violate this right to listen will be subject to the strictures of the Academic Catalog; whereby, students will be given a warning if they are disruptive. Further disruptions in that or future lectures can result in the dismissal from that day’s class and/or dismissal from the course.

Please refer to the Academic Catalog at catalog.concord.edu for any additional information.

Course Timeline (Schedule of Assignments/Assessments/Presentations):

Course Schedule is attached to the back of this syllabus

Technology:

Technology has an undeniable presence everywhere in society, with smart phones and watches, tablets and laptops. But there is a place and time to properly use these devices. With that said, out of respect for those around you in the class, cell phones must be silenced and put away before class begins. Intentional cell phone usage of any sort, *including texting*, is strictly prohibited.

In situations where an important phone call is expected, students should inform me of the situation beforehand and set their phone to vibrate. Conversations should be taken outside into the hall to avoid disruption.

Tablets and laptops are permitted for the use of taking notes *only*. Should these devices be used for any other purpose other than taking notes, the student will be asked to turn off the device and put it away immediately.

For the B8 Mac lab, the computers should be used for note-taking, an in-class assignment your instructor has asked you to do, or working on a story or assignment during dedicated time for those specific assignments. If the privilege of being in the Mac lab is misused, the first time of misuse – i.e. working on another class' work, social media, mindless perusing on the Internet, etc. – will be a warning, the second time of misuse, students will be asked to log off the desktop immediately and the desktop will not be used for a time at the discretion of the instructor.

Should the use of technology overwhelmingly distract the class from its learning, *the instructor reserves the right to have devices set in plain sight at the front of the classroom or prohibit technology being brought to class altogether.*

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to:

<http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

JOUR 421 – Digital Journalism Semester Schedule

Tuesday/Thursday 9:30 – 10:45

Library B8

Week 1 Tues. Jan. 15: First day of class; syllabus + fun activity
 Thurs. Jan 17: Introduction to Journalism in the Digital Age

Week 2 Tues. Jan. 22: Managing Change: Mobile First Newsroom
 Thurs. Jan. 24: Ethics and Credibility in Digital Spaces

Week 3 Tues. Jan. 29: Active Audiences
 Thurs. Jan. 31:

Week 4 Tues. Feb. 5: Your Online/Social Media Brand
 Thurs. Feb. 7: Your Online/Social Media Brand lab

Week 5 Tues. Feb. 12: In the Field: Mobile Journalist and Social Media and Apps for Reporting
 Thurs. Feb. 14: Mobile Journalist and Social Media and Apps lab

Week 6 Tues. Feb. 19: Web Design
 Thurs. Feb. 21: Web Design lab

Week 7 Tues. Feb. 26: Writing and Editing
 Thurs. Feb. 28: Writing and Editing lab

Week 8 Tues. March 5: Video Stories
 Thurs. March 7: Video Stories lab

Week 9 Tues. & Thurs. March 12 & 14: SPRING BREAK

Week 10 Tues. March 19: Audio Stories

Thurs. March 21: Audio Stories lab

Week 11 Tues. March 26: Photography

Thurs. March 28: Photography lab

Week 12 Tues. April 2: Interactive Graphics

Thurs. April 4: Interactive Graphics lab

Week 13 Tues. April 9: Blogging

Thurs. April 11: Blogging lab

Week 14 Tues. April 16: Vlogging

Thurs. April 18: Vlogging lab

Week 15 Tues. April 23: Podcasting

Thurs. April 25: Podcasting lab

Week 16 Tues. April 30:

Thurs. May 1:

Week 17 Thurs. May 9 9:00 – 11:00 a.m. – FINAL EXAM

** This is schedule is subject to change throughout the course of the semester. You will be notified when those changes take place.