

JOUR 304 – Media Writing

Fall 2018

Class 4189-11993

Professor: Hong T. Vu, PhD

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Class Meetings: Mon & Wed 9:30 AM – 10:45 AM; Room: Stauffer-F107

SYLLABUS AGREEMENT FORM

I acknowledge that I have received and reviewed the course syllabus for

Jour 304, FALL 2018.

My class meets on _____ (days) at _____ (time) in room _____.

I have read the syllabus (either in paper or online), and I understand the classroom policies, instructor's expectations, and rules (e.g., technology and text requirements, grading system, attendance policy, academic integrity policy, assignment responsibilities, test policies, etc.) as stated in the syllabus for this course.

If I have any questions or concerns, I will contact the instructor for further explanation.

I understand that I am responsible to complete all homework assignments, quizzes/in-class assignments, and written projects by the due dates as outlined in the syllabus.

I agree to be prepared for and attend class each day and on each scheduled test day.

PRINT NAME _____

SIGNED _____ DATE _____

Student Consent Form – Sharing Course Work

I randomly select several students whose work is copied and included in an archive of student work that I keep for this course. That archive is important to my continued reflection on how well students are learning in my courses. In addition, I may develop a course portfolio in which I write about the quality of student performance that is generated in the course. These examples are a very important piece of my work that I show to other professors to indicate how much and how deeply students are learning. Once a course portfolio is completed, it can also be made available to a wider audience of professors on a public web site on teaching and learning in higher education (www.cte.ku.edu/portfolios). I may use some of the your submitted assignments as examples for other students in the J-school.

This form requests your consent to have your work possibly included in discussions of understanding for future students and in any versions of my writing about teaching in a portfolio, at a conference, or in a publication. There is only a small chance your work would be randomly included in my private archive for any assignment, but I ask all students for their permission should that be the case. Note that you have the choice to have your work be anonymous or have your name be part of the work.

Please check the following designated purposes (if any) to which you give your consent:

_____ I am willing to have copies of my coursework available so later students can use it for preparation.

_____ I am willing to have copies of my coursework included in my professor's course portfolio.

_____ I am willing to have copies of my coursework included in public presentations or publications.

Please check one of the following:

_____ I wish to have my name remain on any work that is used.

_____ I wish to have my name removed on any work that is used.

Additional restrictions on the use of my texts (please specify):

Print Name _____ Date _____

Phone Number () _____ Email _____

Course Title _____ Professor _____

By signing below you give your permission that work you produce for this course may be used with the restrictions and for the purposes you indicated above. You understand that your grade is *NOT* connected in any way to your participation in this project, and I will not receive the list of students who have given permission to have their work shared until after I have turned in the grades for the course. Your anonymity will be maintained unless you designate otherwise. Finally, you understand that you are *free to withdraw consent at any time*, now or in the future, *without being penalized*.

Signature _____

Please address questions to: Professor Hong T. Vu, 785-864-2598, hongvu@ku.edu.

Course Objectives

This course emphasizes journalistic writing and the critical thinking that goes with it. Regardless of whether students are in the news and information or strategic communication tracks, it all comes down to coherent and engaging storytelling. That, in turn, is based on an understanding of how the purpose of the communication, the audience it targets and the medium used in conveying it dictate the form each message takes. Good writers need to use effective sentence construction, and clear and concise wording to get their points across. This class builds on JOUR 300 and JOUR 302, helping students enhance their writing and interviewing skills for the Web, for print and for broadcast; sharpen their judgment in choosing and attributing information, sources and story forms; and appropriately targeting the audience and message for persuasive purposes. Students will also learn Associated Press style, considered the standard in the news and strategic communication industries, as well as communicating with multicultural and diverse audiences.

Required Books and Sources

- *The Associated Press Stylebook* – latest or recent edition
- Assigned readings and materials on Blackboard (<http://courseware.ku.edu>) – This course is to a considerable degree a "flipped" or hybrid course. You will pull up modules online to prepare you for class. Those modules will include readings, video presentations, exercises and other materials. In class, you may be quizzed, and you will be expected to use what you learned from the module to get right to work.
- Email: The instructor will communicate by messages to your KU-registered address. It's your responsibility to keep track of them.
- Laptops: Bring your laptop or tablet to class for exercises and assignments. You can also use the classroom's desktop computers.

Grading

Each assignment will be graded on its content, organization, grammar and format.

Each assignment also includes a professional component. A student's failure to behave professionally in the completion of an assignment can result in the reduction of the assignment's grade. **All assignments must be original** work by the student done for this class only.

Assignments are submitted via blackboard. Grades will be assigned on the basis of what is known as the **publishability standard**:

A - Outstanding. This grade is for work of clearly professional caliber (publishable or broadcast ready). The writing is clear and well organized; it requires virtually no editing. The reporting is complete and leaves no significant questions unanswered. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation and nearly flawless writing.

B - Good. This grade is for work that could be raised to professional standards without extensive editing. Writing is grammatically correct but may lack the sparkle and fine organization of "A" work. The reporting answers the main questions but may miss the proper emphasis or the best sources. The work is turned in by deadline with little or no prompting and needs minor revisions in such areas as reorganizing, rewriting, reformatting or providing more or better sources. "B" work doesn't necessarily have anything wrong, but it could be better, often with a stronger topic, a more artistic presentation, better information or improved writing. "B" work demonstrates basic broadcast or print style.

C - Adequate. This grade is for work that indicates a problem in at least one area, such as grammar, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D - Unacceptable performance. This grade is for work that is clearly unacceptable even in a classroom setting. The writing is confused and/or ungrammatical. The reporting is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F - Failing. This grade is for work that is not completed in a professional, timely way. For whatever reason, it has the appearance that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, writing or production processes.

A	= 93 and above	C-	= 70.0-72.99%
A-	= 90.0-92.99%	D	= 60.0-69.99%
B+	= 88.0-89.99%		
B	= 83.0-87.99%		
B-	= 80.0-82.99%		
C+	= 78.0-79.99%		
C	= 73.0-77.99%		

<i>Assignment</i>	<i>Points</i>
News release	75
Speech/event	100
SMP	75
Classmate profile	35
Broadcast scripts	75
Final project (issue/trend story)	150
Exercises, quizzes & in-class activities	140
Attendance/participation/professionalism	100
Total:	750

Attendance and Professionalism

Your attendance in J304 is mandatory. Unexcused absences lower the attendance and attendance/professionalism component of your grade. More than two unexcused absences may result in forfeiture of all professionalism points. For an excused absence, you must – at the least – inform your instructor that you will not be able to attend class. If you're sick, email or phone in sick. That is proper professional conduct. Please remember that this class starts promptly.

Show up on time. If you are late for a class, it is going to hurt your attendance and professionalism grade.

Inattentiveness in class is grounds for being counted absent. That includes using a computer or phone for anything not related to the class or assigned by the instructor.

Deadlines are crucial. If you submit an assignment late, your instructor will at least penalize the grade significantly and may refuse altogether to accept the work.

To avoid conflict of interests, do NOT interview your family members, classmates, professors, and roomates. If you're not sure about this, check with me.

Communication

I encourage you to communicate with me about the course face-to-face during office hours, or through e-mail. If you choose the later, I will do my best to respond to email messages within 24-36 hours Monday – Friday. Please be mindful of email etiquette. Compose a brief yet informative subject line. Use a greeting, such as “*Hello, Dr. Vu,*” at the beginning of your message. Write the body of your message using full sentences, proper capitalization and punctuation. Explain your question or concern as completely as possible. Sign your message using your full (first and last) name. If you send me an email without proper email etiquette, you should not expect a reply from me.

Weapons Policy

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with [state and federal laws](#) and [KU weapons policy](#). Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.

School Laboratories

The School provides computer and broadcast laboratories for student use. Adequate laboratory resources are available for students who complete their assignments in a timely manner. The hours for the computer lab in 105 Stauffer-Flint are posted outside the lab. Computers are available on a first-come, first-served basis. Hours for the Weir Production Laboratory are posted in the Dole Center. Students may sign up for editing time and equipment on a first-come, first-served basis on the online reservation system at <http://journalism.ku.edu/dole-center>. Sign-up instructions are on the website. Remember, all posted lab times are subject to change. Plan to work Monday through Friday.

Inclement Weather

The Pentagon does not trust your instructor with the nuclear launch codes and the university reserves the right to cancel or delay classes. KU sends text alerts when classes are canceled. To determine whether weather conditions have altered class times, call the KU snow line: (785) 864-7669 (785-864-SNOW).

Resources/Opportunities

JSchoolTech provides technical training through workshops, small-group training and online tutorials. JSchoolTech offers support for class assignments, as well as opportunities to apply learning in new ways. View and sign up for events at jschooltech.org. Here is the link to the workshop schedule: <https://halawrenz.myportfolio.com/2018-workshops>

September workshops are:

Basic Video Storytelling: Production and Editing with Premiere
 September 7 10 am - 1 pm
 Digital Content Creation
 Sept. 14 10 am - noon
 Taking InDesign Digital
 Sept 21 10 a.m. - noon

The Career and Outreach Office at Stauffer-Flint, Room 120, provides services for all students at the William Allen White School of Journalism and Mass Communications. If you need assistance with resume and cover letter development, job search strategy, internships, mock interviews and LinkedIn profile, schedule an appointment with Steve Rottinghaus at steve_rottinghaus@ku.edu. Make sure to follow job and internship postings on Twitter at @Rhaus90.

J-School Generations is an annual event during KU Homecoming that brings together J-School alumni and students to connect, network and have fun. Alumni “take over” journalism classes on Thursday, Sept. 27, and students are invited to attend a TED-style talk with three of our alumni. On Sept. 28, we have student/alumni teams compete in a trivia and games contest and networking opportunities. Our alumni, who work in all facets of journalism and strategic communication, are eager to share their advice with you. Learn more and sign up for events at <http://journalism.ku.edu/j-school-generations>.

Journalism School Policy on Classroom Attendance:

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

Financial Aid Policy

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.”

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Students with Special Needs

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY) , coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.