

I. Catalog Description:

Introduction to the art of visual storytelling as applied to electronic media reporting and production. Lab/production work required. (3)

II. Prerequisites:

Completion of 30 credit hours, including a “C” or higher in MC 320 and MC 322, with a minimum 2.50 GPA cumulatively and in MC-prefix courses.

III. Objectives:

The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.

The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.

The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

MC327 course content underscores the key values of freedom of speech and press and legal and ethical issues in pursuit of truth, accuracy, fairness and diversity. Key competencies addressed in the course include critical, creative and independent thinking and correct and clear writing. Specific emphasis is directed to appropriate application of tools and technologies for the communications professions and critical evaluation of work for accuracy, fairness and clarity.

- A. To acquaint students with the roles of the broadcast news videographer, field reporter and anchor;
- B. To differentiate techniques of visual reporting styles;
- C. To teach students to produce complete TV newscasts, including packages suitable for broadcast.

IV. Expectations of Students:

- A. To attend all lecture classes and laboratory sessions.
- B. To study the text and submit practice story assignments from the workbook.
- C. To participate in classroom exercises.
- D. To conduct interviews with news sources on campus.
- E. To use television production equipment in the preparation of laboratory assignments.

V. Course Content:

- A. Introduction to visual composition and visual storytelling 2 weeks
 - 1. Introduction.
 - 2. Telling the visual story.
 - 3. The visual grammar of videography and news.
 - 4. Video editing: The invisible art.
- B. Reporting the story 2 weeks
 - 1. Field techniques of shooting TV news
 - 2. The sound track and the importance of sound
- C. The techniques of interviewing 2 weeks
 - 1. The broadcast interview
 - 2. Writing for the voice-over
 - 3. The technique of sound-on-tape
- D. Writing for the field report 2 weeks
 - 1. Writing to the package
 - 2. Incorporating the VO/SOT
 - 3. Sport news packages
- E. Writing for the newscast 2 weeks
 - 1. Finding the focus
 - 2. Planning your story
 - 3. Story structure
 - 4. Accuracy

- F. Live-on -Tape, live shots and remotes 2 weeks
1. Shooting a live remote package
 2. Preparing and delivering the tease
 3. Live stand-ups
 4. Reporter close
- G. Assignment editor and producer responsibilities 2 weeks
1. Conceptualization of the newscast
 2. News philosophy
- H. Broadcast law, multiculturalism, and ethics 1 week
1. Avoiding legal problems
 2. Writing and reporting for a diverse audience
 3. Broadcast ethics

VI. Textbook(s) and/or other required materials or equipment:

Shook, F., Larson, J., & DeTarsio, J. (2009). Television field production and reporting. Boston, MA: Pearson Education.

AP Stylebook (most recent edition).

VII. Basis for Student Evaluation:

- 50% - Seven video stories
- 20% - Regular quizzes on class materials and other assigned reading
- 10% - Mid-term exam
- 10% - Final exam
- 05% - One video newscast
- 05% - Classroom participation

Grading Scale

- A = 90% - 100% of available points
- B = 80% - 89% of available points
- C = 70% - 79% of available points
- D = 60% - 69% of available points
- F = 0% - 59% of available points