

COURSE TITLE: Media Storytelling

NEW 2011

I. Catalog Description:

Advancement of skills in gathering, writing and producing news for print, broadcast and Internet delivery. Lab/production work required. (3)

II. Prerequisites

Completion of 60 credit hours, including 15 MC-prefix hours, with a minimum 2.50 GPA cumulatively and in MC-prefix courses; completion of MC 301, MC 320, MC 322, MC 326 and MC 327 with grades of “C” or higher.

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.

MC421 addresses the key values of free speech and press; diversity in a global society; and legal and ethical issues in pursuit of truth, accuracy, fairness and diversity throughout each chapter and topic. The key competencies of critical evaluation of work; critical, creative and independent thinking; and appropriate application of tools and technologies for the communications professions also are heavily emphasized in course content.

A. To develop mastery in newsgathering techniques in actual newsgathering situations through completion of assignments for student media;

B. To discern the appropriate style and medium for news delivery;

C. To critically evaluate self and peer performances.

IV Expectations of Students:

- A. To attend lecture classes and laboratory sessions.
- B. To conduct interviews with news sources on campus and the community.
- C. To utilize production equipment in the preparation of assignment.
- D. To create an electronic portfolio.

V. Course Content:

- A. Introduction to the course 1 week
 - 1. How to use the text/workbook
 - 2. Presentation and analysis of professional news report examples
- B. Reporting the story 1 week
- C. Multimedia newsgathering 2 weeks
- D. In-Depth Reporting 1 week
 - 1. Beat reporting
 - 2. Topical beats
 - 3. Investigative reporting
- E. Writing the Story 2 weeks
 - 1. Finding the focus
 - 2. Planning your story
 - 3. Story structure
 - 4. Accuracy
- F. Visual Storytelling 2 weeks
 - 1. Choosing sound
 - 2. Choosing video
 - 3. Writing to sound
 - 4. Writing to video
 - 5. Editing
 - 6. Graphics
- G. Writing for the web 1 week
 - 1. Converting broadcast to online
 - 2. Writing for the web
 - 3. Producing web interactives

H. Producing for the web 2 weeks

1. Breaking news stories
2. Interactive tools
3. Planning the multimedia story
4. Citizen journalism

G. Producing for TV 1 week

1. Journalist producer
2. Show choreography
3. Teases
4. Newscasts of the future

H. Delivering the News 1 week

1. Voicing
2. Stand-ups
3. Live Shots
4. Podcasting

I. Multimedia Ethics 1 week

1. Multimedia issues
2. Online issues
3. Diversity resources

VI Textbook(s) and/or Other Required materials or Equipment.:

A. Wenger, D.H. & Potter, D. (2008). Advancing the story: Broadcast journalism in a multimedia world. CQ Press: Washington DC.

B. AP Stylebook (most recent edition).

C. Ear buds and/or headset with built-in microphone.

D. A package of AA batteries (for Flip Cameras)

E. Auxiliary Materials and Resources:

1. Radio station laboratory handouts
2. Presentations for equipment orientation.
3. Production equipment in the radio station, TV newscasts and the student media center

VII Basis for Student Evaluation:

10% - Tests and quizzes on classroom lecture and textbook materials
40% - Participation in class exercises, lab assignments and newsroom duties
50% - Weekly evaluations of student performance: Quality of work, interaction with staff members and the public, adherence to deadlines, leadership effectiveness, and overall effort

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