

# **BROADCAST JOURNALISM (SECTION 20268)**

County College of Morris  
Randolph, NJ  
Spring, 2012

**Matthew T. Jones, Ph.D.**

## *Instructor Contact Information:*

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## **Course Description**

*\*Please note that the following course description differs from the one offered in the course catalog.*

This course uses an integrated approach to incorporate both technical and professional aspects of digital journalism in an evolving media landscape. Students are taught how to design web logs (“blogs”) and integrate multimedia content. Skills sets including media writing, design, videography, interviewing, and networking are developed over the duration of the course. Current issues in journalism are also discussed on a weekly basis.

## **Course Objectives**

1. To improve media literacy.
2. To instill a critical perspective about issues relating to journalism.
3. To familiarize students with practice of digital journalism.
4. To familiarize students with the practice of blogging.

## **Anticipated Learning Outcomes**

1. The ability to demonstrate a proficiency in media literacy through describing the technical and aesthetic considerations related to digital journalism.
2. The ability to think critically about the economic and social pressures that shape journalism.
3. The ability to demonstrate knowledge of the practice of journalism.
4. The ability to research, write, read and produce blog podcasts.

## Methods of Instruction

1. Lecture: A brief introduction to assignments and discussion topics.
2. Audio-Visual Presentations: Short presentations that are focused on a relevant topic and intended to provoke discussion.
3. Class Discussion: Full group discussion of topics related to blogs, media presentations, and news.
4. Workshop Sessions: Production workshops with instruction on blog podcasting.

## Required Textbooks

Always bring a NOTEBOOK and PEN to class for taking notes.

## Additional Resources

**<http://mattsmediaresearch.com>**: This will serve as the official website for this class. The syllabus and other material will be made available through the “Students” hyperlink at the top of the homepage.

## Course Requirements

1. *Attendance*: Students are expected to attend all class meetings.
2. *Participation*: Students are expected to update their blogs every week and come to class prepared to engage in constructive criticism.
3. *Blog Podcasting*: Students are expected to research, write, read, and produce bi-weekly blog podcasts demonstrating their knowledge of theories and techniques learned in class.

## Evaluation and Grading

1. *Attendance Policy*: All students are entitled to two unexcused absences from class. Beyond this single absence, 1/3 of a grade will be deducted from the final grade for each additional unexcused absence (e.g. B- reduced to C+). Excused absences are accepted only if accompanied by documentation relating to the nature of the excuse (e.g. auto repair receipt, doctor’s note, jury duty notification, etc.).
2. *Lateness*: Roll is taken at the beginning of the class as the attendance sheet is circulated. Students who are late must sign in at the end of class and be marked late. Three late arrivals are equal to one absence.
3. *Participation*: As stated above, students are expected to update their blogs every week and come to class prepared to engage in constructive criticism. A minimum of 5 contributions are expected each week. Additional contributions will be added as half points to the final grade and deficient contribution points will be subtracted as half points from the final grade. For example, if a student has a final test average of 77%, but six contributions above and beyond the quota, the student

will have earned an 80%. If that same student has a deficit of six points below the quota, the student will have earned a 74%.

4. *Negative Participation*: The following behavior is prohibited in the classroom: sleeping, use of electronic devices, offensive language, remarks, and/or actions. Students who sleep or use electronic devices in class risk reduction of their final grade by 1/3 for each offense. Students who make offensive remarks and/or actions risk failure and expulsion from the course in line with the regulations set forth in the Student Code of Conduct.
5. *Blog Podcasts*: Students must open a Blogger and YouTube account and use them to produce weekly blog posts. Specific Requirements are outlined in Appendix A.

### **Grading Chart**

A (93-100)	C (73-76)
A- (90-92)	C- (70-72)
B+ (87-89)	D+ (67-69)
B (83-86)	D (63-66)
B- (80-82)	D- (60-62)
C+ (77-79)	F (below 60)

## Course Calendar

1/17

### ❖ Overview

- Personal introductions.
- Introduction and overview of the course.
- What's your "beat?"

### ❖ Assignment

- Set up your Blogger and YouTube account.

1/24

### ❖ Overview

- Finding a story.
- Current events.

### ❖ Assignment

- Find three blogs related to your beat.
- Customize your blog and write an introductory post explaining your purpose.

1/31

### ❖ Overview

- Writing your story.
- Current events.

### ❖ Assignment

- Update your blog.
- Write podcast script.

2/7

### ❖ Overview

- Podcast script due.
- Script reading and feedback.
- Podcasting.
- Current events.

### ❖ Assignment

- Complete your initial podcasts and post them online.

2/14

❖ **Overview**

- View and critique completed podcasts in class.
- Current events.

❖ **Assignment**

- Update your blog.
- Begin preparation for your second podcast.

2/21

❖ **Overview**

- Discuss plans for your next podcast.
- Current events.

❖ **Assignment**

- Create and post Podcast 2.

2/28

❖ **Overview**

- View and critique completed podcasts in class.
- Current events.

❖ **Assignment**

- Update your blog.
- Begin preparation for your third podcast.

3/6

❖ **Overview**

- Discuss plans for your next podcast.
- Current events.

❖ **Assignment**

- Create and post Podcast 3.

3/13

**SPRING BREAK**

3/20

❖ **Overview**

- View and critique completed podcasts in class.
- Current events.

❖ **Assignment**

- Update your blog.
- Begin preparation for your fourth podcast.

3/27

❖ **Overview**

- Discuss plans for your next podcast.
- Current events.

❖ **Assignment**

- Create and post Podcast 4.

4/3

❖ **Overview**

- View and critique completed podcasts in class.
- Current events.

❖ **Assignment**

- Update your blog.
- Begin preparation for your fifth podcast.

4/10

❖ **Overview**

- Discuss plans for your next podcast.
- Current events.

❖ **Assignment**

- Create and post Podcast 5.

4/17

❖ **Overview**

- View and critique completed podcasts in class.
- Current events.

❖ **Assignment**

- Update your blog.
- Begin preparation for your sixth (final) podcast.

4/24

❖ **Overview**

- Discuss plans for your last podcast.
- Current events.

❖ **Assignment**

- Create and post Podcast 6.

5/1

❖ **Overview**

- View and critique completed podcasts in class.
- Suggests future directions for your blog.
- Discuss final grades.

❖ **Assignment**

- Remember to continue to update your blog.

No Final Exam.

## **Appendix A – Blog Assignment**

Students are expected to research, write, read, and produce bi-weekly blog podcasts demonstrating their knowledge of theories and techniques learned in class.

1. Choose a beat. Are you covering: Politics? Celebrity gossip? Fashion? Sports? Movies? Music? Art?
2. Open a Blogger and YouTube account. Customize your Blogger account to reflect the type of coverage you are doing.
3. Write an introductory post explaining the purpose of your blog.
4. Research, write, read, and produce six blog podcasts following the criteria below:
  - A. Visual Theme
  - B. Written Content
  - C. Multimedia Content
  - D. Networking
5. In addition, students must update their blogs on a weekly basis with the content of their choice.