

**Loyola University Chicago**  
**COMM 205- 21W Layout & Editing**  
**Fall 2020 | Online Synchronous MWF 10:50-11:40 a.m.**

**Instructor:** Jessica R. Brown

**E-mail:** [jbrown7@luc.edu](mailto:jbrown7@luc.edu) (Please allow up to 24 hours for a response to e-mail on weekdays; and limited responses on weekends. Remember to include your name and the course on your subject line. Please use your Loyola account when sending e-mails.)

**Office:** SOC 218      **Phone:** 312-915-7726      **Office Hours:** Fridays 10:50-11:40 a.m. via Zoom

### **COURSE DESCRIPTION**

The goal of this course is to teach students the fundamentals of journalism as it relates to news writing, reporting, interviewing and ethics. Quality journalism is more important than ever in today's media landscape, and this course will set students up for the lessons they will need as they pursue a degree in the field. Students will be expected to meet strict deadlines, exercise good news judgment, be aware of current events, and become intelligent consumers and responsible deliverers of information.

### **TEXT AND OTHER MATERIALS**

- Bender, J., Davenport, L., Drager, M., Fedler, F. (2019) *Writing & Reporting for the Media*, (12 Ed), NY: Oxford University Press.
- HIGHLY RECOMMENDED: *The Associated Press Stylebook*, 2020-2022 (55<sup>th</sup> ed.) (Get an online subscription [here](#)). Typically, this text is required, but because the main text has a style section, it is only recommended. However, assignments assume you have access to the full AP version. If you are a multimedia journalism or public relations major/minor – you need this text not just for this course, but most of your others classes, so it's a wise investment.
- Subscription (print and/or digital) to a U.S. daily news publication: You may get a FREE subscription to the New York Times here: <http://libraries.luc.edu/nytimes>.

### **GRADING**

100-95	A	94-90	A-	89-87	B+	Quizzes/Exams (25%)
86-83	B	82-80	B-	79-77	C+	Participation/Professionalism (25%)
76-74	C	73-70	C-	69-67	D+	Assignments & Exercises (35%)
66-65	D	Below 65	F			Final Project (25%)

**Plagiarism Statement:** Please see attached document

**TURNITIN:** Assignments may be subject to review by the Turnitin service. Any story that is flagged by this service will require immediate attention.

**STUDENT ACCESSIBILITY CENTER (SAC):** If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the SAC as soon as possible. Formal arrangements must be made through the office before course adjustments can be made. Additional information about the services available at Loyola, including eligibility for services, is on the SAC website: <https://luc.edu/sac/sacstudents/>.

**MANDATED REPORTER:** As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

**INTELLECTUAL PROPERTY:** All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

### **COURSE PROCEDURES**

- 1.) This course sometimes requires you to interact with the public. Due to coronavirus, it is imperative that you stay safe and abide by whatever restrictions are in place in your area. You are encouraged to wear a mask and maintain social distancing when going out in public. All assignments allow for phone, email, or virtual interactions with the public.
- 2.) Readings and assignments are due on the day they are listed.
- 3.) **Unless otherwise instructed, this course meets synchronously every Monday and Wednesday, and Fridays are (usually) work days.**
- 4.) Review exercises are designed to be completed during the 50-minute class time regardless of whether we meet synchronously or asynchronously, so dedicate this time to this course only.
- 5.) The course may be accessed via the Zoom Pro Tool on the Sakai site.
- 6.) Synchronous Zoom meetings will include discussions from the Bender, et al (2019) text, so please have this book with you during these times.
- 7.) In addition to the Friday office hours, on any day where we do not have a synchronous meeting, I will be available via Zoom.
- 8.) Unless otherwise instructed, ALL students should upload written work to Sakai as either a Word or PDF document, typed in **Times New Roman, 12 pt., double-spaced in paragraph form**, with their name, date, and name of assignment in the top right corner.
- 9.) Unless otherwise instructed, NO work will be accepted via email. Always contact IT if you have problems with your password or login.
- 10.) **REAL-WORLD ASSIGNMENTS (RWA):** Real-world assignments may be subject to publication on online. Students should make it clear to all sources and subjects that their stories are intended for actual publication.
- 11.) Plagiarism WILL NOT be tolerated. Please read carefully the Academic Integrity Policy provided to you at the start of the semester and available on Sakai.
- 12.) **RE-DOs:** Students may re-do **3 assignments**, which they receive a grade of **C- or less**. Re-dos may be subject to additional reporting and longer length. These assignments MAY NOT have had a built-in draft. You have one week after the original graded work is returned to complete a re-do. Re-dos will receive the **average of the two scores** for both versions. NO rewrites will be

accepted after Nov. 27, even if this date is less than the one-week parameter set above. There will be NO re-dos on assignments with **missing source lists** or that have issues with **plagiarism**.

- 13.) **DRAFTS:** Several assignments have required drafts. These drafts are worth 10 points.
- 14.) **WRITING HELP:** As this is an intensive writing course, you may find that you need additional help. Please visit the Writing Center: <http://www.luc.edu/writing/home/> if necessary. However, journalism is a unique type of writing, and your issues may not necessarily be addressed at the Writing Center. If your issue is basic English and sentence construction this resource is fine. If your issue is how to use language and information to tell a news story then see me for more help, and use chapters 3-4 of Bender, et al (2019) for additional exercises.
- 15.) Because this is a journalism writing intensive course, your work will be graded on your ability to communicate via the written word. This includes your use of grammar, spelling, punctuation and AP Style. You will also be graded on journalistic practices, which will be detailed in the text, additional readings, and class discussions.
- 16.) **QUIZZES:** Each quiz is worth 20 points. They begin promptly at the start of class on the days listed, and are **10-15 minutes** in length. There will be no make-up quizzes. Students should have their AP Stylebooks handy for the quizzes. They will consist of current events, general knowledge, AP style, grammar, spelling, punctuation and writing.
- 17.) Students are required to take an assessment exam at the beginning and end of the semester. This is mandated by the Office of the Provost. Your score on the assessments WILL NOT reflect on your grade for this course
- 18.) **SOURCE LISTS:** A source list is required for all **RWA** stories where you have **quoted or paraphrased** a person. This list is similar to a reference list one would use at the end of an essay or report, but it is strictly for personal communication. The list **MUST** include the sources' full name, title/occupation, place of residence and contact information. If the source is a student you should supply the major, year in school and where enrolled. Contact information may be a phone number, email address or social media handle. Journalists maintain source lists so they can locate their subjects if more information is needed later, or to prove that they exist in the event an ethical issue in reporting arises. A missing source list will be an automatic **20-point deduction**.
- 19.) **TRIGGER WARNING:** This course deals with real issues plaguing society including crime and politics, so please keep this in mind as various topics and discussions arise.
- 20.) **PARTICIPATION:** We will regularly discuss current events and students will be asked to contribute or even lead discussions. This graded portion will also include general, daily contributions to course discussions and activities. Topics may be difficult, but please try to participate. I will do my best to keep the classroom a welcoming space for all voices.

- 21.) **PROFESSIONALISM\*\*** will be assessed on these criteria: being fully present during Zoom meetings; practicing poor netiquette habits. I will make note of any of these issues and adjust this grade accordingly.
- 22.) **VIRTUAL REPORTING:** For any RWA, you may conduct your interviews by phone, email, or video. Consider your safety and comfort along with those of your subject. Zoom and Skype are great for recording video. See the Resources folder for additional app tools for journalists. Specific assignments will have additional instructions for interacting with the public.
- 23.) **ONEDRIVE:** We will use OneDrive often for submission of stories. This will make the editing process much easier, which is necessary in our virtual format. So, please use the Word app inside of OneDrive when completing your work. Always submit a link to your work to the specific assignment using the process below.
- a. If for any reason a folder does not exist for an assignment, feel free to use your own OneDrive account to create your work and submit a link to it to Sakai.
  - b. I WILL NOT go looking for your work inside of OneDrive. If you do not share the link to the specific assignment, it will be assumed that you did not complete it.
- 24.) **HOW TO SUBMIT A URL/HYPERLINK TO SAKAI:** Go to the Sakai assignment. Go to the submission area and select the by red button that reads “or select files from Home or site” in the submission area. This will let you paste the URL into the designated area. DO NOT PASTE THE URL INTO THE COMMENTS SECTION. If you do this, it will be considered improperly submitted. Whenever you need to submit a link, you should do it in this manner.

## **THE COURSE (Subject to change)**

### **Week 1: Course Overview; Journalism Basics; AP stylebook**

READINGS: Week 1 Lessons – We meet synchronously every day this week

Aug. 24 – Course Overview and Introductions

Aug. 26 – Journalism Style & News Characteristics

Aug. 28 – Review Exercise 2:2

### **Week 2: Libel, Privacy & Ethics;**

READINGS: Week 2 Lessons

Aug. 31 – Libel & Privacy

Sept. 2 – Ethics; Combating Bias

Sept. 4 – Review Exercise: Invasion of Privacy

Zoom office hours

**Week 3: Writing & Leads**

READINGS: Week 3 Lessons

Sept. 7 – Working with leads

**ASSIGNMENT: Eight leads, due Sept. 11**

Sept. 9 – Review Exercise: Writing Leads

Sept. 11: Zoom office hours

**Quiz 1; DUE: Eight leads**

**Week 4: Body of News Story**

READINGS: Week 4 Lessons

Sept. 14 – Story structure style and organization

**ASSIGNMENT: Writing Briefs, due Sept. 18**

Sept. 16 – Review Exercise: News v. Feature stories

Sept. 18 – Zoom office hours

**Quiz 2; DUE: Writing Briefs**

**Week 5: Quotes & Attributions; Interviewing**

READINGS: Week 5 Lessons

Sept. 21 – How to conduct an interview; Sourcing; Profiles

**RWA: Writing a feature story; draft due Sept. 28; final due Oct. 21**

Sept. 23 – Partner Interviewing

Sept. 25 – Zoom office hours

**Quiz 3; Continue work on feature story**

**Week 6: Brainstorming; Visuals Speeches, Meetings & Events**

READINGS: Week 6 Lessons

Sept. 28 – Visual Journalism; Covering a speech, meeting, or event

**DUE: Feature story draft**

**ASSIGNMENT: Census story ideas, due Oct. 2**

Sept. 30 – Writing practice: speech story (No synchronous meeting – office hours only)

**RWA: Cover a speech, meeting, or event; due Oct. 23 by 5 p.m.**

Oct. 2 – Zoom office hours

**Quiz 4; DUE: Census Story ideas**

**Week 7: Public Affairs Reporting**

READINGS: Week 7 Lessons

Oct. 5 – Crime & Government

**DUE: Feature story**

Oct. 7 – Filing FOIAs

**ASSIGNMENT: File a FOIA; due Oct. 9**

Oct. 9 - Zoom office hours (if you need help with FOIA, please see me)

**Quiz 5**

**Week 8: Writing from Reports**

READINGS: Week 8 Lessons

Oct. 12 – Covering victims and other at-risk populations

**DUE: FOIA Request**

**ASSIGNMENT: Writing from a report; due Oct. 16**

Oct. 14 – Writing Practice: Public Affairs reporting

Oct. 16 – Zoom office hours

**Quiz 6; DUE: Report story**

**Week 9: Investigative Reporting; Studies & Data**

READINGS: Week 9 Lessons

Oct. 19 – Investigative reporting overview

Oct. 21 – Understanding studies & data

Oct. 23 – Zoom office hours

**DUE: RWA speech, meeting, or event coverage (by 5 p.m.)**

**Quiz 7; Exam opens**

**Week 10: Exams**

READINGS: Week 10 Lessons

Oct. 26 – Part I: Synchronous meeting

Oct. 28 – Part II: No Synchronous meeting

Oct. 30– Part III: No Synchronous meeting

**Week 11: Final Project; Broadcast Journalism**

READINGS: Week 11 Lessons

Nov. 2 – Final project detailed; Writing for the ear

**RWA: Final project; plan due Nov. 23-27; draft due Nov. 30; final due Dec. 7**

Nov. 4 – Review exercise: Reporting “on air”

**ASSIGNMENT: Delivery for broadcast; due Nov. 13**

Nov. 6 – Zoom office hours

**Assignment work**

**Week 12: Brights, Follow-ups & Sidebars**

READINGS: Week 12 Lessons

Nov. 9 – Follow-up/Brights/Sidebars review

Nov. 11 – Writing Practice: Brights; Zoom office hours

Nov. 13 – Zoom office hours

**Quiz 8; DUE: Delivery for broadcast**

**Week 13: Final Project work**

Nov. 16 – One-on-one Group I

Nov. 18 – One-on-one Group II

Nov. 20 – One-on-one Group III

**Week 14: Gobble, gobble**

Nov. 23, 25 & 27 – NO CLASS; THANKSGIVING BREAK

**Week 15: Course wrap-up**

READINGS: Week 15 Lessons

Nov. 30 – FOIA updates

Dec. 2 – Final project work

**DUE: RWA final project draft**

Dec. 4 – Zoom office hours

**FINAL EXAM: Monday, Dec. 7, 9-11 a.m.**

## APPENDIX A – NETIQUETTE

Proper classroom decorum cannot be abandoned due to our new virtual reality. Please follow the rules below so that we can all have a pleasant experience during our Zoom meetings.

1. **You're not really alone:** Remember, there other people on the other side of the computer, so please be respectful to them. Allow time for others to complete their comments before speaking.
2. **Use your Zoom tools to communicate:** When necessary, use the “raise your hand” feature if you have a question. You can also use the “Reaction” icons to like or applaud your classmates’ work or ideas. You may also be asked to respond in the affirmative to questions posed by the instructor. When activated, the chat feature is a useful tool to pose questions. This feature should only be used for discussions for the entire class.
3. **Recording is strictly prohibited:** Only the instructor has the ability to record sessions. This will only happen if a student provides a specific request from the SAC to do so. Illinois is a two-party state, and thus requires the permission of all parties to record.
4. **Be cautious with jokes and sarcasm:** There are no verbal or physical cues in a virtual space, so please be careful about attempts at humor.
5. **Listen. Read.:** It is easy to get distracted online. It is your responsibility to pay attention to comments made verbally or in the chat so that you don’t repeat comments or questions. Failure to do so will be reflected in your participation grade.
6. **Respect people’s privacy:** Keep the chat and other communications inside the class.
7. **Be visible. Be heard:** It is expected that you will arrive and remain on video for the duration of every Zoom session. This is an academic integrity issue. We must know who we are talking to and who is participating in discussion. If your computer allows for it, you are welcome to use an appropriate virtual background. If for any reason having your video on is a hardship, you must contact the instructor ahead of class. Use of non-verbal cue features may also be used when putting video (or audio) on mute. Also, please upload a photo of yourself to use in place of video, and use your actual name so that attendance can easily managed.
8. **Keep it relevant.** Only content pertaining to the course should be discussed during class.