**Journalism 120 – Spring Semester 2016**

**Tuesdays/Thursdays 10:00am-11:50am SPA-206**

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**Office hours: by appointment before class – 8:30am-10:00am**

**Required Texts:**

***Writing and Reporting News: A Coaching Method – 7th Edition***

*Carole Rich (2013), Wadsworth, Cengage Learning*

*ISBN 978-1111344443*

***Associated Press Stylebook***

**Suggested Text:**

***The Yahoo! Style Guide***

**What we’ll do:**

Everything we do in journalism starts with writing. That’s true whether it’s printed on paper or posted on a website, sent via social media or broadcast in audio or video. Our job is to tell a story to someone. The better you write, the more likely it is that people will read, listen or watch your story – and tell someone else to do it, too. In this class, you’ll learn the basics:

**Who, what, when, where, why and how** – and how to make them work in different ways …

**Effective sentence structure** so readers, listeners and viewers can grasp the information easily – and hang onto it …

**How to come up with a good story idea** - and how to make sure it’s a product of our **diverse Southern California community** …

How **writing for the printed page** varies from **writing for the Internet** – and how both differ from **broadcast writing** …

How to use social media – **Twitter and Instagram** in particular – to tell a story …

We’ll spend some time on the importance of accuracy … on the need to meet deadlines … on the absolute need to be objective and to clear away bias from your writing. We’ll work on writing well while writing fast. We’ll work on research – how to find sources and information, and how to judge their value. We’ll also look at media ethics so we always do the right thing.

I expect you to follow the highest standards of accuracy, integrity and fairness in your work. Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will receive a failing grade in the course. There are no exceptions.

We’re scheduled to meet Tuesdays and Thursdays in SPA-206 from 10:00am to 11:50am. Our last class is Thursday 05.05.16. We will not meet on Tuesday 03.29.16 and Thursday 03.31.16 (Spring Break). We will not meet on Tuesday 04.19.16 and Thursday 04.21.16 because I will be out of town – but I will assign online assignments that will be due on those dates.

The Final Exam is scheduled for 10:00am in SPA-206 on Tuesday 05.10.16 from 10:15am to 12:15pm.

Asking questions, sharing ideas and connecting the dots: that’s what we do in journalism – so do it in class. If you do, it’ll make for a better and more rewarding class. If you don’t, it’ll lower your grade. Come to class prepared and ready to go with your assignments finished. **Smart phone? Turn it off when we’re in class.**

**It’s a 500-point semester – and it goes like this:**

Class Assignments: Five (5) worth 20 points each = 100 points

Word Quiz: 20 points

AP Quiz: 30 points

Research Quiz: 30 points (combined with a Class Assignment)

Twitter Assignment: 40 points (March)

Instagram Assignment: 40 points (April)

Writing Assignment 1: 50 points (March)

Writing Assignment 2: 50 points (May)

Midterm Exam: 50 points (March)

Final Exam: 50 points (May)

Attendance/Participation: 40 points (awarded at semester’s end)

Extra credit: Maybe … I’ll talk about that in class …

**A – 500-451 B – 450-401 C – 400-351 D – 350 or below**

**I recommend that you become a regular visitor to three websites:**

**Poynter.org:** The Poynter Institute can teach you much more about the practice of journalism. I check it out all the time – and I follow it on Twitter.

**NiemanLab.org:** Another outstanding guide for what we do in journalism. I follow Nieman Lab on Twitter, too.

**BusinessJounalism.org:** The Reynolds National Center for Business Journalism has all kinds of great ideas for how to tackle a story. Another one I follow on Twitter.

***Department Information***

**Advising**: If you are a journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming ([Jennifer.Fleming@csulb.edu](mailto:Jennifer.Fleming@csulb.edu)) and Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

**Internships**: The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department’s BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

**Student Media**: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), Robin Jones (*Dig Magazine*, [Robin.Jones@csulb.edu](mailto:Robin.Jones@csulb.edu)) and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

**Bateman Case Study Competition**: Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships\_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

**Student Organizations**: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) for **NAHJ**, Professor Holly Ferris ([Holly@Ferriscomm.com](mailto:Holly@Ferriscomm.com)) for **PRSSA**, and Professor Chris Karadjov ([Chris.Karadjov@csulb.edu](mailto:Chris.Karadjov@csulb.edu)) for **SPJ**.

**Social Media**: Be sure to get connected to the department’s Facebook page (https://www.facebook.com/CSULBJournalism) and website (http://www.cla.csulb.edu/departments/journalism/) for photos and information about department happenings.

**Office Hours**: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. **Take advantage of office hours and get to know your faculty.**

**Accreditation**: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communications* (ACEJMC, https://www2.ku.edu/~acejmc/). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each of your required courses in the journalism major addresses at least one of the 12 professional competencies. Graduates in journalism and public relations should be able to do the following:

* Understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work