### CAL STATE LONG BEACH

### Dept. of Journalism & Mass Communication

### JOUR 495-1 (4290)

**Senior Seminar**

**Mondays and Wednesdays, 2:00 pm – 3:15 pm**

**SPA 207**

Instructor: Dr. Heloiza Herscovitz

Email: [heloiza.herscovitz@csulb.edu](mailto:heloiza.herscovitz@csulb.edu)

Office: LA 4 – 206 D

Office Hours: Mondays, 12:30 pm -1:30 pm

**Course Description**:

This course will allow students to build on the journalism skills developed in previous classes, while covering diverse neighborhoods throughout Long Beach. Over the course of the semester, students will participate in all aspects of news production, from story conception to disseminating the news. Students enrolled in this section of Senior Seminar are expected to venture beyond their comfort zones. You will be required to report on community issues outside of class time. Completion of your reporting assignments depends entirely on your ability to manage your time and to take the initiative.

This Senior Seminar is designed to capitalize on the possibilities created by a converged media environment. It requires students to tell stories using words, photos, audio, and video. At the start of the semester, *VoiceWaves* editors will introduce students to issues and concerns relevant to communities in Long Beach. We will also devote the beginning of the semester to understanding how the phenomenon of media convergence is impacting journalism. Through lecture, discussion and course work, we will explore the potential (and challenges) of practicing multimedia journalism. In conjunction with producing news, we will examine how emerging technologies and interactive journalism are influencing the field—from the business side of news gathering to distribution and consumption of news.

**Course Goals**:

The goal of the course is to enable students to conceptualize, develop and produce multimedia news stories and news features in a journalistically sound, creative and meaningful way. Both directly and indirectly, we will learn to use media for social change. Students in this class will partner with *VoiceWaves*, a journalism and media-training project that teaches youths ranging from 16 to 24 years old to report, write, and create digital media content. We will report and produce stories that raise awareness of neighborhood issues and concerns in four Long Beach communities—North Long Beach; Central Long Beach; Downtown; and Westside. In doing so, we will give voice to some of the poorest and most underserved residents of the city. The diverse communities we will cover are rich in culture and history. They are characterized by Filipino bakeries and Vietnamese noodle houses, African American barbershops and Mexican taquerias, Cambodian temples and Muslim mosques. We will face the challenge of interviewing sources that speak a host of languages including Arabic, Chinese, English, Hmong (variation of Vietnamese/Chinese), Khmer, Samoan, Spanish, Tagalog, Thai, and Vietnamese.

This model of news organizations partnering with community organizations reflects a real world trend. For instance, the *Voice of San Diego* is produced by KNSD, the NBC-owned station in San Diego, in conjunction with an online news organization supported by foundations, corporations and readers.

**Learning Outcomes**:

Upon completing this course successfully, students will be able to:

1. Explain the phenomenon of media convergence and its impact on journalism.

2. Explore the potential benefits and challenges of multimedia journalism.

3. Conceptualize what makes an interesting news story and why.

4. Identify the strengths and weaknesses of each medium and use the media accordingly.

5. Gather information efficiently, and place it in a meaningful context.

6. Write concise and compelling accounts—all under deadline pressure.

These skills involve conducting solid background research; understanding the significance of the story for your audience; selecting the most important and informative aspects of the story; obtaining multiple perspectives on the story; conducting informative and revelatory interviews; and, finally, putting it all together in a multimedia package.

**Class Philosophy**:

This class is a community. We all share a common objective, which is to hone our journalism skills and become proficient at producing stories on multiple platforms. Many of you already possess excellent abilities to research, interview, write, capture images, and edit audio and video. I encourage each of you to approach our class with a positive attitude and a willingness to help each other. Often, technical problems can easily be resolved by simply asking a fellow student for advice. I am here to help you and will provide guest speakers than can train you in learning software.

Nonetheless, I expect students to be motivated and self-directed learners.

**Course Materials**:

There is no required textbook for this class. I will post mandatory reading, along with videos and tutorials, for each module we cover. Failure to keep up with readings and other assigned content will make it impossible to engage in class discussions, or to ask for clarification on new concepts during our class meetings. So please show up prepared for class.

**Tools You Will Need:**

A cell phone that can shoot and record

If you prefer, Canon video cameras with tripods and microphones are available in our department

A video editing program (i.e. Adobe Premiere Pro).

Audio slideshow software (i.e. iMovie, Adobe Premiere Pro)

**Tech skills you may use**:

Shooting and enhancing photographs

Recording audio

Shooting video

Editing stills, audio and video

All software is loaded onto university computers. Audio and video camera kits, adapters, card readers, cables and other standard items are available for checkout from the Journalism Department. Equipment checkout is in office **LA4-205A** on a first come, first served basis **Monday through Friday from 9 am to 5 pm** (usually closed noon to 1 pm). You can keep the equipment for 24 hours, but you area also allowed use over the weekend if you check it out on Thursdays. Be aware though that Thursdays are typically the “crunch” day when the demand for equipment peaks—so keep that in mind. If you have any questions, please contact **Dan Olsen** at [dan.olsen@csulb.edu](mailto:dan.olsen@csulb.edu) or (562) 985-5855.

**Student Lab:**

**Adobe Creative Cloud Package** is available in our student lab at **LA 4 room 207**. Students can use his lab Monday through Thursday during business hours **except** M/W between 12:00 pm and 4:00 pm and Tue/Th between 11:00am and 12:50 pm. A student assistant can help you with the software. All you need to use the lab is to fill a one-time authorization with Dan Olsen.

Learn more about Tech Supporting Services at <http://web.csulb.edu/divisions/aa/academic_technology/itss/>

Lynda.com Online Training and Tutorials: student have unlimited. Go to CSULB Academic Technology homepage at <http://web.csulb.edu/divisions/aa/academic_technology/ats/software/> and log in to Lynda.com. You will find numerous tutorials at Lynda.

**Time Commitment**:

This is a reporting class. Therefore, you will be expected to routinely spend time in Long Beach communities working on your stories. Course work includes on-camera interviews, capturing details and scenes, and getting to know sources in various neighborhoods. Additionally, writing and producing stories can be time-consuming. If you suspect other course requirements or job obligations will interfere with your ability to successfully complete JOUR 495 coursework, please consider enrolling in the class another semester.

**Grading and Assignments**

Story Analysis: 10 points

750-word text article and photo: 50 points

Article revision for VoiceWaves: 10 points

Podcast: 50 points

Audio Slide Show or Video: 50 points

In-class exercises: 5 points each

Class Participation: 20 points

Self Reflections Parts 1 and 2: 10 points

Grading scale:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A 100% – 90% | B 89% - 80% | C 79% - 70% | D 69% - 60% | F 59% and below |

**Late Work**

Deadlines are crucial. If any major assignment is turned in on the same day but after the deadline on dropbox or assigned class, it will miss 10 points. It will miss 20 points on the second day, and thirty points on the third day. After that, it will receive a zero. Late work may be accepted with my consent and with adequate supporting documentation in strict accordance with CSULB policy (read below) such illness or injury to the student, death, injury, serious illness of an immediate family member, religious reasons jury duty, and university sanctioned or approved activities (examples include: artistic performances, forensics presentations, participation in research conferences, intercollegiate athletic activities, student government, required class field trips, etc.). Do **not** send me assignments by email unless instructed by me.

Check policy at [**http://web.csulb.edu/divisions/aa/catalog/current/academic\_information/class\_attendance.html**](http://web.csulb.edu/divisions/aa/catalog/current/academic_information/class_attendance.html)

**Attendance**

**It is mandatory. After two unexcused absences during this semester, each additional absence will lead to a 5-point penalty for each one. I will excuse only legitimate absences as defined by the Journalism Department and CSULB (see the syllabus addendum) and only with adequate supporting documents and my consent.**

**Perpetual tardiness is disruptive and will affect your final grade. After the third one, every tardy one will lead to a 1–point penalty.** Yet, if you arrive up to ten minutes late, I rather have you entering the classroom quietly than standing in the hall and missing important content.

**Cheating and Plagiarism**

**Any student caught cheating or plagiarizing at any time and on any type of assignment risks receiving an “F” for the course at the instructor’s discretion.** Additionally, a copy of the offense may be forwarded to the Office of Judicial Affairs for review and potentially action on your permanent school record. **Ignorance of what constitutes plagiarism or cheating is not a valid excuse**. Please read the CSULB policy on Turnitin at <http://www.csulb.edu/lats/itss/bb/faculty/turnitin_assignments.html>

**Tips for Success:**

* Pay close attention to your due dates
* Block out time in your schedule to do the work.
* Contribute to discussions in class
* Expect to invest extra time on course tools.
* Have patience and a sense of humor with technology.
* Keep an open mind.
* Ask for help when you need it, and assist others when possible.
* Read this syllabus, and any other course material, carefully and ask for clarification when needed.

**Additional Course Policies**:

Grading: The grading policies and practices in this class are explained elsewhere in the syllabus. It is the student’s responsibility to read them and to seek clarification if necessary. The student should be fully aware of what is required for success in the course, such as group participation, writing, speaking, completing assigned readings, etc.

Seat in Class: An enrolled student may lose his/her seat in class if he/she misses the first class meeting without notifying the instructor. At the instructor’s discretion, a student who attends the first class but not subsequent classes may also be dropped from the course.

Withdrawal from Class: Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

Absences from Class: Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy.

University Cheating/Plagiarism/Fabrication Policy: CSULB takes academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor.

Students should consult the appropriate sections of the Catalog for examples of cheating, fabrication and plagiarism, and instructor and/or CSULB response options in such circumstances. The Catalog also outlines student rights. Any instance of academic dishonesty may result in your immediate expulsion from the class with a grade of “F” and/or other sanctions, as the instructor deems appropriate.

**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 – Professors Jennifer Fleming ([Jennifer.Fleming@csulb.edu](mailto:Jennifer.Fleming@csulb.edu))

and 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), 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 one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored 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