HU3621 Introduction to Journalism

Room: 108 Walker
Time: 2:05-2:55 p.m. TTh; plus two hours of lab by arrangement (3:00-3:25 TTh is scheduled as part of this time; please keep this time open since we may occasionally use it for class)
Semester: Fall 2006
Instructor: Associate Prof. Craig Waddell
Office: Room 302 Walker
Office Hours: 1:00-2:00 TTh; other times by appointment
Phone: 487-3261 (office); 482-1636 (home)
E-mail: cwaddell@mtu.edu
Class List: journalism-l@mtu.edu (Replies to messages to this list are posted only to the message originator.)

(Introduction to Journalism is included on the General Education Program’s “World Cultures” distribution course list.)

Required Texts

Waddell, Craig. Introduction to Journalism, seventh edition. Houghton, MI: 2006. (I’ll provide you with a .pdf file of this document. Please print a copy, put it in a three-ring binder, and bring it to class regularly.)


You will also need an Ampad Reporter’s Notebook (available in the Campus Store) and a tape recorder (preferably a digital or a micro-cassette recorder).

Course Description

This course provides an introduction to the history and practice of journalism, including critical analysis of journalistic coverage, journalistic style and editing, and legal and ethical issues in journalism.
The two hours of class time each week will be spent discussing assigned readings, viewing and discussing videos about journalism, and completing various journalism exercises. The course also includes a laboratory section: interviewing sources and otherwise researching your stories and submitting your final drafts to one of the media outlets described below. (One of the best research tools for many stories is the Advanced Search option of Google [http://www.google.com/advanced_search?hl=en].)

**Media Outlets for Your Stories**

I have made arrangements for you to submit work to any of the following media:

1. (G) The Daily Mining Gazette [http://www.mininggazette.com/]
   Bud Sargent, Managing Editor bsargent@mininggazette.com

   Jessica Anderson, News Editor janders@mtu.edu

3. (K) Keweenaw Now [http://www.keweenawnow.com/]
   Michele Anderson, Editor m Anderson@mtu.edu

4. (T) Technobabe Times [http://www.bu.mtu.edu/~tht/]
   Michelle Jarvi mejarvie@mtu.edu
   Anna Cynar acynar@mtu.edu

   Bonnie Gorman, Executive Director, University Marketing and Communications bgorman@mtu.edu

6. (P) Portage Health System publications (Health Connections, etc.)
   [http://www.portagehealth.org/publications.shtml](http://www.portagehealth.org/publications.shtml)
   Uma Thangaraj, Director of Community Relations uthangaraj@portagehealth.org
   Steven Thayer, Marketing Communications Specialist stthayer@portagehealth.org

Work submitted to any of the above outlets is subject to editing for length, grammar, spelling, factual accuracy, libelous content, and consistency with AP Style.

Depending on which outlet(s) you choose, you may work on news, sports, opinion, health, education, features, or other categories of articles. These will all be non-breaking pieces. (Non-breaking pieces are pieces that do not lose their relevance in a matter of days; hence, they can be published even weeks after they have been submitted.) One of these pieces must be developed in depth; you choose which one this will be, and mark “in-depth” at the top of this piece before you submit it. **The general length guideline is 600-800 words.**
Format of Your Articles

For each of your drafts and for each of your final pieces, submit to me one double-spaced hard copy. On the date that your final draft is due, also submit to the appropriate editor (and simultaneously to me) a copy of your final piece via e-mail as a Word attachment. Please give attachments file names that indicate the topic of your article and the version of your draft.

Your work should be word processed and printed on 8.5” x 11” white paper in a 12-point font with one-inch margins on all four sides. Include at the top of the first page the following information (single-spaced): your name, the course title, the date, your article number (1-4), your draft number (1 or 2), the word count, and the proposed outlet (and section if appropriate), headline, and pull quote. **Be sure to also mark your in-depth piece “in-depth.”**

Hence, the top of your first page should look something like this:

John Smith  
Introduction to Journalism  
Oct. 17, 2006  
Article #2  
Draft #1  
Word Count: 578  
Proposed Outlet: Gazette/Features  
Proposed Headline: Litter threatens environment  
Proposed Pull Quote: “Randomly discarded trash, even items as small as cigarette butts, endangers our environment, our wildlife, and our economy.” Joe Brown

Late Assignments

I won’t accept any assignment that’s more than two days late. There’s no penalty for one late assignment (as long as it’s not more than two days late); subsequent late assignments, however, will be lowered by one part of a letter grade (e.g., from a BC to a C).

Evaluation

Your final grade will be determined approximately as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 100 points for participation in class</td>
<td>100</td>
</tr>
<tr>
<td>Up to 20 points for each of 4 brainstorming conferences</td>
<td>80</td>
</tr>
<tr>
<td>Up to 15 points for each of 4 story proposals</td>
<td>80</td>
</tr>
<tr>
<td>Up to 20 points for each of 4 drafts</td>
<td>80</td>
</tr>
<tr>
<td>Up to 20 points for each of 4 draft-review conferences</td>
<td>80</td>
</tr>
<tr>
<td>Up to 100 points for each of 4 final pieces</td>
<td>400</td>
</tr>
<tr>
<td>Up to 50 points for each of 4 quizzes</td>
<td>200</td>
</tr>
</tbody>
</table>
Extra credit: 25 points for bringing to class before the end of week 3 the required texts with your name permanently marked in or on them.

A: 930-1000 points
AB: 880-929 points
B: 830-879 points
BC: 780-829 points
C: 730-779 points
CD: 680-729 points
D: 600-679 points
F: 599 or fewer points

Course Portfolios

Please keep a portfolio of all of the work you have completed for the course: the hard copies of your articles as I've marked and returned them to you, and copies of everything you have had published. You may need these portfolios later in the semester.

The Michigan Tech Writing Center

Michigan Tech has an excellent Writing Center, which is located in Walker 107. I encourage you to schedule regular weekly appointments with a writing coach. Establish a schedule early in the semester, because appointed times (as opposed to drop-in times) tend to get booked quickly. For more information, call 487-2007 or check the Center’s Web page at www.mtu.edu/wc.

Attendance Policy ("I must be cruel only to be kind." Hamlet III.iv.178)

“Ninety percent of success is just showing up.” Woody Allen

Unexcused absences from more than 10 percent of the regularly scheduled classes can be grounds for failing this course. Excused absences include a medical excuse signed by your physician or a personal emergency authorized in writing by the Dean of Students. For a more detailed description of what constitutes an excused absence, see the below excerpt from the Michigan Tech Student Handbook

http://www.mtu.edu/urel/studenthandbook/policies.html#integrity

“Students are expected to attend all classes, including recitation and laboratory sessions, beginning on the first day of regular instruction as stated in the University academic calendar. This date can be found in the Undergraduate Catalog and in the Schedule of Classes.

Students having excused absences are permitted to make up graded work. Whenever possible,
students should contact the instructor prior to the absence and arrange a mutually acceptable
makeup procedure. Otherwise, students should account for the absence at the first opportunity.

Students who are unable to notify instructors concerning their absence from class, or who must
notify several instructors on short notice, should contact the Student Affairs Office for
assistance.

An absence is excused under the following conditions:

- A student is participating in off-campus. University-sponsored activities, such as field trips,
  fine arts performances, intercollegiate athletics, judging teams, job fairs, etc. The faculty or
  staff members supervising the off-campus activity will send a notice to all academic
departments and to the Student Affairs Office before the activity takes place. The notice will
include the name and date of the activity, the name of the supervising person, a list of all
participating students, and their classes.

- The instructor is assured that a student’s absence from class was due to circumstances beyond
  the student’s control. The student must provide verification of the special circumstance if the
  instructor requests it. Excuses are usually given in the following circumstances: illness,
  funeral of any relative or close friend, military duty, court appearance, and personal
  emergencies.

- The instructor deems it excusable. Some examples might include professional and graduate
  school interviews, plant trips, job interviews requiring travel, and professional society
  meetings.”

Policy on Religious Observance (also from the Michigan Tech Student Handbook)

“Michigan Tech permits students to be excused from class on holidays observed by their
religious faith. Students who wish to be absent for a religious holiday are responsible for making
arrangements in advance with their instructors to make up classwork and exams. Instructors may
expect a reasonable limit to the number of absences requested.”

Academic Integrity (also from the Michigan Tech Student Handbook)

“Academic integrity and honesty are central to a student’s education. Ethical conduct in an
academic context will be carried forward into a student’s professional career. Academic honesty
is essential to a community of scholars searching for and learning to seek the truth. Anything less
than total commitment to honesty undermines the efforts of the entire academic community.
Both students and faculty are responsible for ensuring the academic integrity of the University.

In their academic work, students are expected to maintain personal academic integrity; treat all
academic exercises as work to be conducted privately, unless otherwise instructed; ask faculty to
clarify any aspects of permissible or expected cooperation on any assignment; and report any
cheating activity. Please note that use of scoop material (old exams) is prohibited unless specifically authorized by the instructor.

Definitions of academic dishonesty, including plagiarism, cheating, fabrication, and facilitating academic dishonesty, can be found in the Academic Integrity Policy. Copies of the policy are available from Student Affairs and chairs of academic departments.

Students found guilty of academic dishonesty can receive a sanction ranging from academic integrity warning to expulsion. Please refer to Student Rights and Responsibilities in the University Community and the Academic Integrity Policy for more information.”

**Definition of Academic Dishonesty** (from the Michigan Tech Academic Integrity Policy)

http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html

A **Plagiarism**: Knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation. This includes but is not limited to reading or hearing another's work or ideas and using them as one's own; quoting, paraphrasing, or condensing another's work without giving proper credit; purchasing or receiving another's work and using, handling, or submitting it as one's own work.

B **Cheating**: Intentional, unauthorized use of any study aids, equipment, or another's work during an academic exercise. This includes but is not limited to unauthorized use of notes, study aids, electronic or other equipment during an examination; copying or looking at another individual's examination; taking or passing information to another individual during an examination; taking an examination for another individual; allowing another individual to take one's examination; stealing examinations. All graded academic exercises are expected to be performed on an individual basis unless otherwise stated by the instructor. An academic exercise may not be submitted by a student for course credit in more than one course without the permission of all instructors.

C **Fabrication**: Intentional and/or unauthorized falsification or invention of any information or citation during an academic exercise. This includes but is not limited to changing or adding an answer on an examination and resubmitting it to change the grade; inventing data for a laboratory exercise or report.

D **Facilitating Academic Dishonesty**: Knowingly or recklessly allowing or helping another individual to plagiarize, cheat, or fabricate information.

I **Sanctions Under the Academic Integrity Policy** (from the Michigan Tech Academic Integrity Policy)

A **Academic Integrity Warning**: An official written warning that further violations of the Academic Integrity Policy will result in a more severe sanction.
B **Academic Integrity Censure**: A more severe sanction than a warning, which may be used when the person who violates the academic integrity policy is not enrolled in the course where the violation occurs.

C **Grade Reduction in the Course**: The course grade is lowered one whole letter grade.

D **Special Failing Grades of F*, E* and U***

1 A student receives a grade of F*. If the student has not completed an educational assignment within the time specified in the disciplinary decision, an asterisk is added to the F grade and the transcript reads "failure due to academic dishonesty". Students with an F* remaining on their transcripts may not serve as an officer of any recognized student organization, nor represent the university in events external to the university, including varsity sports, student contests and competitions, and similar events.

2 A student receives a grade of E* for pass/fail courses or U* for audited courses. These grades will be administered in the same manner as a grade of F*.

E **Suspension**: A sanction of Suspension terminates the person's status as an enrolled student for an indefinite period of time and prohibits the student from attending classes. Reinstatement and conditions for reinstatement, if any, shall depend upon an evaluation by the Dean of Students following an application for reinstatement by the student.

F **Expulsion**: A sanction of Expulsion terminates the person's status as an enrolled student with no opportunity for reinstatement. Expulsion which results from a violation of the Academic Integrity Policy is listed as such on the student's academic transcript.

G **Special Conditions**: All students receiving sanctions ranging from Academic Integrity Warning to Suspension will also be required to complete an educational assignment on ethics and integrity assigned in the disciplinary decision letter.

**The Americans with Disabilities Act**

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990 (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please call Dr. Gloria Melton, Dean of Students (7-2212). For other concerns about discrimination, you may contact your advisor, your department head, or the Affirmative Action Office (7-3310).

**Schedule of Assignments and Class Activities**

Dates indicate when reading and writing assignments are due, not when they are given. I’ve used the following abbreviations for our texts: **I** = *Introduction to Journalism (IJ)*; **NRW** =
Schedule of Assignments and Class Activities

Dates indicate when reading and writing assignments are due, not when they are given. I've used the following abbreviations for our texts: IJ = Introduction to Journalism (IJ); NRW = News Reporting and Writing. The Associated Press Stylebook is for reference. Please bring to class each day the book we are currently reading.

Week 1:
TU 9/5: Overview of course and syllabus; self-introductions; brainstorm for story ideas; IJ “Story Ideas” and “Researching and Composing the Story” (pp. 12-18)
TH 9/7: NRW Ch. 1 “The Nature of News”; Discussion topic: “Some Key Features of Quality Journalistic Writing” (pp. 23-24) and “Style” (pp. 51-53); video: “News Writing Language and Style”; general style and Associated Press style pre-quiz; review Wednesday’s Gazette

Week 2: Meet this week to brainstorm for topics, sources, and research and interview questions for piece #1
TU 9/12: Class visit by Daily Mining Gazette Publisher Mike Bird; NRW Ch. 2 “The Changing News Business”
TH 9/14: Class visit by Daily Mining Gazette Editor Bud Sargent; review Wednesday’s Gazette; NRW Ch. 3 “Interviewing”

Week 3:
TU 9/19: Groups 1 & 2 visit Gazette office: 206 Shelden Avenue, Houghton (this is a brick-front building between the Lode Theater and the Portage Lift Bridge and on the same side of the street); please be prepared to stay a bit longer than the normal class time; NRW Ch. 4 “In Their Own Words”
TH 9/21: Groups 3 & 4 visit Gazette office: 206 Shelden Avenue, Houghton (this is a brick-front building between the Lode Theater and the Portage Lift Bridge and on the same side of the street); please be prepared to stay a bit longer than the normal class time; draft of piece #1 due; NRW Ch. 5 “Gathering Information”

Week 4: Meet this week to discuss drafts of piece #1
TU 9/26: NRW Ch. 7 “The Inverted Pyramid”; IJ “Interviewing” (pp. 18-23); class visit by Lode News Editor Jessica Anderson; review for quiz 1
TH 9/28: NRW Ch. 8 “Writing to be Read”; IJ “Media Law” and “Photojournalism Law” (pp. 25-34); reading and discussion quiz #1; class visits by Keweenaw Now Editor Michele Anderson and Technobabe Times Editor Anna Cynar; review Wednesday’s Gazette

Week 5: Meet this week to brainstorm for topics, sources, and research and interview questions for piece #2
TU 10/3: NRW Ch. 9 “Beyond the Inverted Pyramid”; IJ “Invasion of Privacy Law” (pp. 35-37)
TH 10/5: Final version of piece #1 due; IJ “Media Ethics,” “SPJ Code of Ethics,” “Guideline on Gifts, Free Meals, and Other Favors” (pp. 38-43)
Week 6:
TU 10/10: IJ "Photojournalism Law and Ethics"; film: "Tell the Truth and Run";
Draft of piece #2 due
TH 10/12: IJ "Access to Busy People" and "Unavailable for Comment, Did Not Respond,
Declined Comment"; film: "Tell the Truth and Run"; review Wednesday’s Gazette

Week 7: Meet this week to discuss drafts of piece #2
TU 10/17: NRW Ch. 11 “News Releases”; Review for quiz 3; video: “Media Law”
TH 10/19: reading and discussion quiz #3; review Wednesday’s Gazette

Week 8: Meet this week to brainstorm for topics, sources, and research and interview
questions for piece #3
TU 10/24: NRW Ch. 20 “Writing for Online Sources”; video: “Journalism Ethics”;
final version of piece #2 due
TH 10/26: review Wednesday’s Gazette

Week 9:
TU 10/31: NRW Ch. 22 “Media Law”; review for quiz 3; film: excerpts from “All the
President’s Men”
TH 11/2: draft of piece #3 due; reading and discussion quiz #3; review Wednesday’s Gazette

Week 10: Meet this week to discuss drafts of piece #3
TU 11/7: NRW Ch. 23 “Ethics”; film: excerpts from “Absence of Malice”
TH 11/9: review Wednesday’s Gazette

Week 11: Meet this week to brainstorm for topics, sources, and research and interview
questions for piece #4
TU 11/14: IJ “In-Depth Reporting: Investigative, Explanatory, and Beat Reporting” (pp.
44-46)
TH 11/16: final version of piece #3 due; in-class prose style exercises; review
Wednesday’s Gazette

11/17-11/26 Thanksgiving Break

Week 12: Meet this week to discuss drafts of piece #3
TU 11/28: IJ “Beyond the Summary Lead: Story Telling” (pp. 47-50); in-class exercises
based on IJ reading
TH 11/30: Draft of piece #4 due; IJ “Generative Rhetoric of the Sentence” (pp. 53-58;
in-class exercises based on IJ reading; review Wednesday’s Gazette

Week 13: Meet this week to discuss drafts of piece #4
TU 12/5: style exercises
TH 12/7: Review for quiz 4; review Wednesday’s Gazette
Week 14:
TU 12/12: Reading and discussion quiz #4
TH 12/14: Final version of piece #4 due; summary; course evaluations