



CAMS 3121: Convergent Publishing

Course Description

Convergent publishing is all about providing news to people when, where and how they want it, using any and all communication tools available. These tools are useful for everyone, however, not just journalists; therefore, this course will address a variety of uses for these tools. Many of these are part of the college student's life—Twitter, YouTube, the web, blogging, and Facebook, but we will also explore the shooting and editing of video, taking still photographs, and working with content management systems like Medium. Students will also concentrate on writing clarity, improving their researching skills, as well as their talents as feature writers. Previous skills already acquired come together with new ones to make you a highly marketable graduate. With all of these elements in mind, it is important to note that this is considered a "rigors" course.

Course Objectives

Students will be able to:

- 1.) recognize the generally accepted style and presentation norms associated with most forms of journalistic and mediated content,
- 2.) construct clear, focused essays or blogs with effective supporting points while using effective introductions and conclusions and utilizing appropriate transitions to connect ideas,
- 3.) sustain a consistent tone, with variations appropriate to the audience and purpose of the website,
- 4.) analyze the best practices of determining the credibility and the ethical nature of a given news source,
- 5.) make judgments of the quality of other's work, and
- 6.) put together the elements of multimedia journalism to create a series of well-structured stories for the purpose of starting and maintaining a website.

Course Readings

- Brooks, Pinson, & Wilson's (2016). *Working with Words: A Handbook for Media Writers and Editors*. New York: Bedford/St. Martin's. ISBN: 9781319011741.
- 2018 AP Stylebook
- Other readings will be assigned via Moodle or Slack

Course Information

Term: Spring 2019

Call Number: 32686

Time & Date: Mon., Wed. & Fri. 10 to 10:50a

Classroom: PAC 133

A cell phone with a dataplan is required for this course.

Dr. Shane Tilton
phone: 740.610.0424
email: s-tilton@onu.edu
office location: Freed PAC 137
office hours: M-F 2-3p & by app't



Tentative Class Schedule^

Week	Begins	Topic for Monday	Wednesday	Friday
1	1/14/19	MLK Day (NO CLASS)	Syllabus Day	Pre-Production & Executive Summary
2	1/21/19	Introducing WordPress Bootcamp	Writing as Practice	Executive Summary Pitches (5%)
3	1/28/19	Ideal Audience & Quiz #1	Writing Lab	In Class Assay #1
4	2/4/19	The Ethos of Journalistic Writing & Quiz #2	Writing Lab	Story Review One-on-One #1
5	2/11/19	Determining the Credibility of Source & Quiz #3	Writing Lab	In Class Assay #2
6	2/18/19	CRAAP as a Mode of Ethical Assessment & Quiz #4	Writing Lab	Story Review One-on-One #2
7	2/25/19	Social Media and the Convergent Publishing Cycle & Quiz #5	Writing Lab	In Class Assay #3
7.5	3/4/19	Spring Break (NO CLASS)		
8	3/11/19	Branding and Promotion Bootcamp & Quiz #6	Writing Lab	Story Review One-on-One #3
9	3/18/19	Media Bootcamp/Campfire & Quiz #7	Writing Lab	In Class Assay #4
10	3/25/19	Media Bootcamp/Campfire & Quiz #8	Writing Lab	Easter Break (NO CLASS)
11	4/1/19	Easter Break (NO CLASS)	Writing Lab	Story Review One-on-One #4
12	4/8/19	Broadcast Education Association (NO CLASS)	Writing Lab	In Class Assay #5
13	4/15/19	Media Bootcamp/Campfire & Quiz #9	Writing Lab	Story Review One-on-One #5
14	4/22/19	Media Bootcamp/Campfire & Quiz #10	Writing Lab	In Class Assay #6
15	4/29/19	Writing Lab	Writing Lab	Story Review One-on-One #6
Finals	5/10/19	Final One-on-One must be scheduled with me and completed no later than 10:30a (5%)		

^ Non-emergency related changes will be posted at least a week in advance. ^^ Class held on Tuesday

Class Structure & Evaluation

Grading Parameters:

AP & Grammar Quizzes [10 @ 2% each]: 20%

Story Review One-on-Ones [6 @ 5% each]: 30%

In Class Essay [6 @ 5% each]: 30%

Final Presentation of Website with 50 Completed Stories: 20%

Grading Scale

90% – 100% = A (Exceptional Achievement)

80% – 89% = B (High Achievement)

70% – 79% = C (Average Achievement)

60% – 69% = D (Below Average)

0% – 59% = E (Failing)

Website

The majority of the classwork will relate to the construction & the maintenance of your website. The class will begin with you pitching the idea for your site in the form of executive summary. You will need to identify the purpose of your site & which audience will be served by this site. These definitions may be revised throughout the course of the semester, with my approval. These exercises will typically take no longer than 2 class periods, while assigned project will take longer. Please discuss with me if there are issues (e.g. website or writing).

Links

<https://www.wpbeginner.com/start-a-wordpress-blog/>

<https://www.godaddy.com/garage/how-to-start-and-grow-a-wordpress-blog/>

<https://www.writingforward.com/news-announcements/guest-posts/writing-every-day>

<https://zenhabits.net/daily/>

<https://smartblogger.com/stephen-king/>

<http://750words.com/>

<http://writtenkitten.net/>

<https://grammarly.com>

<http://www.themultimediajournalist.net/>

<http://www.people-press.org/methodology/questionnaire-design>

<http://www.mymarketresearchmethods.com/survey-design-best-practices/>

Attendance

Your attendance is required in order to make this course work. There will be an attendance book to sign during every class. If you miss five classes, you will fail this course. The two exceptions to this would be if you have medical documentation for the previous class that you missed or if you have documentation from the university stating you will be gone because you are acting as a representative of the university.

Plagiarism

The university policy on plagiarism is covered in Appendix D of the Student Handbook, Section 1 - Academic Offenses states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission. When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work, whether it be published article, chapter of a book, a paper from a friend or some file, or another source, including the Internet. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be. Plagiarism also includes using someone else's work during an oral presentation without properly citing that work in the form of an oral footnote.

Whenever you use outside sources or information, you must carefully acknowledge exactly what, where and how you have employed them. If the words of someone else are used, you must put quotation marks around the passage in question and add an appropriate indication of its origin. Plagiarism also includes making simple changes while leaving the organization, content and phraseology intact. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain.

You may discuss assignments among yourselves or with me or a tutor, but when the actual work is done, it must be done by you, and you alone unless the assignment has been designed to be conducted with a partner or small group of classmates. All work submitted must be new, original work; you may not submit work you have produced for another purpose or class.

Disability Statement and Policy on Instructional Modifications

If you submit a written Request for Academic Accommodations (Form 101, available on-line), I am happy to talk with you outside of class about making reasonable accommodations. To negotiate special arrangements (especially of deadlines) you must contact me at least two weeks before an assignment is due so that I can consult with your advisor or tutor. This is a non-negotiable class policy.

Email Policy

Please allow 24 hours for me to respond to your e-mail during the school week. On weekends, I will try to answer your e-mails, but I may not be able to do so until Monday. I ask that before you e-mail me with questions, please read your assignment information and syllabus carefully. If you have not heard from me within 24 hours, please send a follow-up e-mail or speak with me in person. Your email headers should always begin with [CAM5 3121] followed by three or five words describing the purpose of the email.

Submission of Assignments

All homework must include your name, my name, the course, and the date. When submitting assignments on Moodle, make sure to give your work a document name to indicate what the item is. For example, you may title your evaluating information activity "Last Name Info Eval." You are responsible for keeping back-up (I recommend several) copies of all your work since electronic texts can be lost. All assignments must be written in Standard English with correct grammar, spelling, and punctuation. Assignments are to be completed solely by the individual. Since technological issues can and will occur, do not wait until the last minute to work on your assignments. Schedule time to check the Moodle site at least twice a week. Late work will not be accepted in this class.

Final Advice

DON'T PANIC

THIS IS THE WAY TO HAPPINESS!