

Innovative Storytelling Techniques – Spring 2022

JOUR 4530/6530

Meeting: M/W 9:10a-10:35a

MJ212

Prof. Jessica Jaglois

Email: jjaglois@memphis.edu

Office Phone: 901-678-2853

Office Hours: Mondays & Wednesdays 11:30a-2p, Room MJ306

[Schedule a meeting here](#)

Catalog description

The course offers advanced instruction, training, practice and analysis in multi-platform journalism including audio, video and social media. The course will also focus on effective use of various media platforms to tell stories in a modern media environment.

Prerequisites

JOUR 2121 and 3526

Textbooks, Software and Required Materials

- Textbook: Journalism Next (fourth edition) by Mark Briggs

Classroom format

Class will meet in person in masks.

The course will include lectures and hands-on experience

ATTENDANCE: Each class is worth 10 points. **You will lose points after 3 absences.**

Do NOT come to class if you are sick.

LATENESS: Make every effort to be on time. **If you are later than 10 minutes, it counts as an absence.**

CELL PHONES: Not allowed during class unless part of the lesson. Please put your phone on Do Not Disturb and put it away. Do not keep it on vibrate.

ASSIGNMENTS: News is all about deadlines, you must turn in assignments ON TIME. If you do not, they will not be accepted.

Course Requirements

Digital media tools help journalists tell stories and people understand the world more clearly. Journalists who embrace technology will have career opportunities open to them and can help readers and viewers understand complex situations. We will put some of the tools available to journalists to work in this class as well as exercise our muscles as digital publishers.

Assignments & Grading

You will launch a blog and be required to update it regularly. You will also be required to use social media to tell stories and cover events, as well as watch how other journalists use these social mediums.

Grading

Attendance (10 x 24 classes)	240 points
Wordpress blog	640 points
Site	80
Live Tweet	80
Facebook Live	80
Photo gallery	80
Video	80
Interview	80
Audio story	80
Data	80
Practical assignments (4 x 25 points)	100
Total	1,000 points

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

COURSE SCHEDULE

Week 1, Jan 19 - Course Introduction

Week 2, Jan 24 & 26 – Intro to digital journalism

Digital publishing as an antithesis to traditional news outlets/Who are you and what stories can you find?

Week 3, Jan 31 & Feb 2 – Launching a blog

Intro to Wordpress

-Assignment due for Jan 31: What story did you find?

-Assignment due for Feb 2: Read Chapter 1

Week 4, Feb 7 & 9 – Digital publishing

Twitter and blogging as conduits for storytelling

-Assignment due for Feb 7: Read Chapter 2

-Assignment due for Feb 9: Follow a news outlet and, separately, a reporter on Twitter. Tell me why you picked each one and what you observe on their feed. You will start thinking about an event you will live Tweet related to your blog topic.

Week 5, Feb 14 & 16 – Getting started with mobile journalism

Engaged journalism and news as a conversation

-Assignment due for Feb 14: Read Chapter 4

-Assignment due for Feb 16: Launch your Wordpress site: Sign up for a Wordpress account, and pick a topic that you'll cover for the semester. Publish your site.

Week 6, Feb 21 & 23 – Visual storytelling

Shooting video and Facebook Live

- Assignment due for Feb 14: Read Chapter 5
- Assignment due for Feb 16: Video exercise (bottom of pg 173).

Week 6, Feb 28 & March 2 – Telling stories with pictures

Taking pictures for digital publishing/photo galleries

- Assignment due for Feb 28: Shoot a video related to your topic, write a 500-word count story about it and post it on your blog. Use AP style.
- Assignment due for March 2: Read Chapter 6

Week 8, Spring Break!

Week 9, March 14 & 16 – Recap and guest speaker

Assignment due March 16: Take 6-10 pictures related to your topic. Create a slideshow with Adobe Spark and publish the gallery on your website along with a 500-word story count about the gallery. Use AP style.

Week 10, March 21 & 23 – Writing an audio story

How to write an effective audio story

- Assignment due for March 21: Listen to 3 NPR shows
- Assignment due for March 23: Read Chapter 7

Week 11, March 28 & 30 – Interviewing

How to approach people and how to interview effectively

- Assignment due for March 30: Interview someone related to your blog/topic, write a story and publish it on your website.

Week 12, April 4 & 6 – Guest speaker and audio story review

- Assignment due by April 6: Live Tweet due

Week 13, April 11 & 13 – Data journalism

How to use data to bulletproof your stories

- Assignment due April 11: Read Chapter 8
- Assignment due for April 13: 1-minute audio story due. It must be posted on your blog with at least three pictures and include at least 2 interviews.

Week 14, April 18 & 20 – Building an audience

- Assignment due by April 18: Read Chapter 9
- Assignment due by April 20: Facebook Live

Week 15, April 25 & 27 – Wrap up and recap

Final due April 29 @ 12:30p. Please include data related to your topic on your blog along with at least one visual and a 500-word story. Extra credit if you do two of any of the previous assignments.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing

grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email

passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.