

Advanced Multimedia News
MCOM 4332, Spring 2025
TuTh 12:30-1:50 p.m., CAS 257

Instructor: Dr. Terry Britt
Office: CAS 220; Lab CAS 207
Phone: 903-595-5713
Email: tbritt@uttyler.edu

Office Hours: Tu 2-3 p.m., W 10 a.m.-noon, and by appointment

DESCRIPTION

Students report stories for broadcast and digital news platforms. Emphasis is on identifying, writing, shooting, editing, producing, packaging and presenting news. To solve the real-world problems/challenges of news outlets, students must use critical thinking, analysis/systematic inquiry and writing/storytelling skills; and apply knowledge of mediated presentation, ethics and professional journalistic standards.

- To **define problems**, students consider news value, deadlines, available resources and strengths of broadcast and digital platforms as part of the process of deciding which stories are deserving of being reported as news.
- To **identify strategies/evaluate solutions**, students identify the best ways and on which platforms to report the story.
- To **propose solutions**, students submit a pitch/story treatment in which they evaluate the news worthiness of the story; articulate the purpose and goals of the story; and identify sources and information that will be used.
- To **implement solutions**, students do whatever is required -- contacting sources, interviewing, writing, shooting, editing -- to tell a complete story by deadline.
- To **evaluate outcomes**, instructor and students offer feedback about stories and tasks as part of the learning process.

LEARNING OUTCOMES

By the end of this course, you should be able to:

Competency: Writing/Storytelling

- Develop news stories for different media.
- Use formats and styles appropriate for integrated communication or multimedia journalism for the audiences and purposes required.
- Analyze writing practices, strategies and procedures for news production.
- Demonstrate an understanding of news production requirements through written assignments, including research, scripts and projects.

Competency: Analysis and Systematic Inquiry

- Conduct research and evaluate information by methods appropriate to public relations/integrated communication or multimedia journalism professions.
- Analyze writing and broadcast strategies and procedures for multiple forms of news production.
- Apply the First Amendment and other legal principles to integrated communication and multimedia journalism.
- Apply professional ethical principles and issues integrated communication and multimedia journalism.
- Demonstrate an understanding of the strengths and weaknesses of reporting news on different media platforms.
- Analyzing and develop the content of news stories.

Competency: Mediated Presentation

- Apply theories in the use and presentation of images and information using tools and technologies appropriate for integrated communication or mediated journalism.
- Demonstrate an understanding and proficiency of skills needed to make practical news gathering and producing decisions.
- Demonstrate skills using appropriate software and hardware for creating multimedia stories.

Competency: Media Literacy

- Demonstrate the ability to identify different types of media and messages media put out to the public.
- Demonstrate the ability to analyze, evaluate and create media in different forms.
- Demonstrate the ability to identify and evaluate techniques and impacts of media messages on individuals and society.

Competency: Grammar, Spelling, Punctuation

- Demonstrate the ability to use words correctly.
- Demonstrate the ability to use proper grammar, spelling and punctuation.
- Demonstrate the ability to produce writing that is clear, error free, complete and concise.
- Apply techniques used to edit and proofread forms of multi-media journalism.

REQUIRED TEXTBOOK

- **Associated Press Stylebook.** New York: Associated Press. Also available online at apstylebook.org(Links to an external site.) (Links to an external site.). No older than 2022-24 edition.

- Select readings assigned in class and posted in Canvas over the course of this semester.

RECOMMENDED MEDIA CONSUMPTION

Immerse yourself in mass media to get the most out of this class. Read newspapers and magazines in print and online. Watch news programs and listen to NPR and a podcast. Examine press releases and advertising campaigns. Look at YouTube, Facebook and other social media in the context of this class.

Other recommendations:

- Clark, Roy Peter. (2006) Writing Tools, 50 Essential Strategies for Every Writer.
- Strunk Jr., W., & White, E.B. The Elements of Style (4th Ed.), New York: Longman.
- Watch local and national newscasts. Many broadcasts are now on YouTube.
- Listen to NPR and other radio news outlets.
- Listen to a podcast.

WHAT TO KNOW ABOUT THIS CLASS

Basic Requirements

- This class uses equipment found in CAS 102. You must follow requirements involved in checking equipment out and in and the use of equipment in the lab that cannot be checked out. A schedule is posted showing when CAS 102 is used as a classroom and when it is available to students.
- Some assignments require you to leave campus, including job shadowing at a local media outlet.
- You will need a reliable computer with a good internet connection. Other types of equipment are in CAS 102.

Communication

If you have a question, concern or just want to talk about something related to class, call or send me a text at 903-952-6077. I will get back to you as soon as possible.

- You can also send me an email through Canvas or Outlook.
- Check the Announcements tab of Canvas regularly.
- If there is any reason that you cannot turn in work on time (such as becoming sick), you must contact me.

Attendance

- Attendance: All classes are mandatory. Attendance and participation are a part of your grade. Each unexcused absence is a 10-point deduction from a 100-point starting point.

- Students who anticipate being absent due to university-sponsored activities should inform me at least one week before the absence.
- The University of Texas at Tyler recognizes many things that constitute an excused absence. For a list of these policies [click here. \(Links to an external site.\)](#) ([Links to an external site.](#))
- **Work is NOT considered an excused absence.** It is your responsibility to arrange work hours to accommodate class hours.
- Missing class to fulfill requirements in other classes is not an excused absence.
- If you are sick, do not come to class. Let me know what is going on. All I ask that you are honest with me.

Assignment policy

- You are responsible for turning in assignments by deadline. Those who do not turn an assignment in on deadline will receive a substantial deduction on the assignment. Each deadline will be clearly posted in Canvas.
- Each assignment will come with rubric and clear instructions on how the assignment will be graded.
- Those who miss an assignment related to an unexcused absence likely will not be allowed to make up the assignment.

Classroom Courtesies

- Do not use your cellphone, tablet or other device use during class unless the assignment specifically calls for the use. Violation of this policy may result in loss of the device until after class.
- **No eating or drinking is allowed in any of the MCOM labs.**
- When taking part in a classroom discussion, be respectful of others. Debating and challenging of points are welcome, but personal attacks, verbal bullying, and slurs are not only unwelcome but also subject to disciplinary action.

Academic Honesty

The University's academy honesty policies apply. You, and only you, must do the work that you submit. Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

Plagiarism

Plagiarism includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and

will be subject to academic and disciplinary action. Go here for more:

<http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php> (Links to an external site.) (Links to an external site.)

ASSIGNMENTS AND POINT VALUES

Each assignment has a posted value assigned to it in Canvas. Each assignment also includes an explanation of the purpose of the assignment as well as information on how the grade is determined. If there is confusion on how to carry out the assignment, email me at tbritt@uttyler.edu BEFORE you do the assignment.

Quizzes - 14% of grade

- Writing Radio Script - 60 pts.
- Rewrite it For Broadcast - 20 pts.
- Analyze an audio news report - 20 pts.
- Newscast Jargon - 20 pts.
- Different Shots - 40 pts
- Using Smartphones - 20 pts.
- Jobs at a TV Station – 20 pts.

Up to 200 points

Projects - 51% of grade

- Two audio/multimedia reports -- 150 pts. each; 300 pts.
- One VOSOT/multimedia report -- 150 pts.
- Two TV news packages/multimedia reports -- 150 pts. each; 300 pts.

Up to 750 points

Podcasts - 7% of grade

- four 5-minute podcasts; 25 pts. each

up to 100 pts.

Capstone Project - 14% of grade

4-part capstone project

Up to 200 pts.

Job Shadowing - 7% of grade

Up to 100 points for job shadowing at CBS 19

Newscast Participation - 7% of grade

Up to 100 points for newscast involvement

GRADING SCALE

Your final grade is determined by the points you have acquired as a percentage to the total points available.

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

Check Canvas frequently for the status of your grade. My goal is to always post grades within three days after an assignment is due.

LATE WORK AND MAKEUP EXAMS

There will be a deduction for work that is turned in late -- typically 50%. All assignments will have a due date that is posted. Work and exams can be made up when you contact me in advance, especially in cases of a illness and emergencies.

ATTENDANCE POLICY

You are expected to come to class each time the class meets. Your future or current employer expects you to come to work each time you are scheduled. You will receive a 10-pt. deduction for each time you miss class.

GRADED COURSE REQUIREMENTS INFORMATION

The **capstone project** has four parts:

- Pitching, Planning story (proposing a story idea in consideration of news value) -- 30 pts
- Creating a news package (shooting and editing) -- 100 pts.
- Writing a related print story (writing a print story with photos version of the story) -- 50 pts.
- Self-evaluation of project -- 20 pts.

Quizzes

- Quizzes are designed to show mastery of content covered in class and readings.

Projects

- Projects include doing television news reports in the form of either a VOSOT or package and radio news reports along with printed versions of each report. Projects are evaluated on quality of audio (video), script/narration and the ability to present a cohesive news report in the required format.

Podcasts

- Podcasts are evaluated on audio quality, the effectiveness of the host in working with a guest, and quality of the podcast.

Job Shadowing

- Students must complete at least four hours of job shadowing at CBS19 and write a report about their experience.

Newscast participation

- Students will take turns in performing various roles in newscast production. Students are graded on their effort and attitude in working as part of a team to put a newscast on the air.

More detailed information on each assignment will be provided in class.

CALENDAR

Census Date: The census date for the spring 2025 semester is **January 27**. This is the final date for many enrollment-related actions, including adding new courses, changing sections, or dropping courses without incurring grades of “W” or “Q”. Census is also the second drop for non-payment date each academic session. See the Office of the Registrar website for additional details.

Final exam: There is no final exam given for this course.

Week by Week: Here is the week-by-week rundown of what will be covered. Sometimes circumstances and scheduling require changes. Any changes will be announced through Announcements.

Unit I: WRITING FOR BROADCAST

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

JAN. 14			
Overview			
Using equipment			
	Canvas: Let's Get Started		
	Canvas: Syllabus		
JAN. 16			
Writing for broadcast			
	Canvas: Style Guidelines		
	Canvas: Writing for the Ear		
	Canvas: Writing for Sound, Images		
	Canvas: What Not to Do		
		Assignment: Writing Broadcast Script	
		Assignment: Rewrite it for Broadcast	

UNIT II: THE AUDIO NEWS REPORT

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

Jan. 20 - MLK			
JAN. 21			
	Canvas: Audio News		

	Canvas: 5 Things to Think About		
JAN. 23			
Discuss Podcasts			
	Canvas: Before Starting Podcast		
		Assignment: Analyzing audio news	
JAN. 28			
	Canvas: A College audio report		Due: Writing a Broadcast Script
		Project/Work Day	Due: Rewrite it for Broadcast
JAN. 30			
		Work Day	
			Due: Analyzing audio news

UNIT III: SHOOTING NEWS VIDEO

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation

FEB. 2			
CBS 19 Panel			
	Canvas: Broadcast Jargon		
		Assignment: Newscast jargon	
			Due: Podcast 1
FEB. 7			
Tour CBS news			
			Due: Newscast jargon
FEB. 9			
	Canvas: Shot Types		
	Canvas: Shooting News Video		
	Canvas: Framing		
		Project/Work Day: Different shots	
			Due: Podcast 2
FEB. 14			
Using smartphone			
Discuss capstone			
	Canvas: Smartphone Audio		
	Canvas: Smartphone Video		
	Canvas: Smartphone Editing		
		Assignment: Using a smartphone	
			Due: Different shots

UNIT IV: VO/SOTS, PACKAGES

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

FEB. 16			
	Canvas: VO, SOT, Package		
	Canvas: Making News Package		
	Canvas: A VO/SOT, Package		
		Project/Work Day: Wearing a Mask	
			Due: Podcast 4
			Due: Using a Smartphone
FEB. 21			
		Work Day: Wearing a Mask	
			Due: Wearing a Mask
FEB. 23			
		Project/Work Day: Calhoun Update	
FEB. 28			
		Assign/Work Day: Calhoun Update	
			Due: Calhoun Update
MARCH 2			
Project Feedback			
		Work Day: Capstone ideas	
			Due: Capstone Proposal
MARCH 14			
		Project/Work Day: Cowan Center	
MARCH 16			
		Work Day: Cowan Center	
			Due: Cowan Center

UNIT V: CAPSTONE PROJECT JOB SHADOWING

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

MARCH 21			
		Capstone work day or job shadowing at CBS	
MARCH 23			
		Capstone work day or job shadowing at CBS	
MARCH 28			
		Capstone work day or job shadowing at CBS	
MARCH 30			
			Due: Capstone project Parts II, III

UNIT VI: PUTTING A NEWSCAST TOGETHER

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

April 4			
CBS Panel			
broadcast careers			
	Canvas: The Role of the producer		
	Canvas: The Role of the floor director		
	Canvas: The Role of the director		
		Assignment: The roles in a TV newsroom	
		Job Shadowing for those who have not completed requirement	
			Due Capstone Project Part IV

April 6			
	Canvas: Intro to Rundown Creator		
		Using Rundown Creator	
		Preparing newscast	
			Due: Roles in a TV newsroom
April 11			
		Preparing newscast	
April 13			
		Preparing newscast	
		Assignment: Job Shadowing Report	
April 18			
		Preparing a newscast	
			Due: Job Shadowing Report
April 20			
			Doing a newscast
April 25			
			Doing a newscast
April 27			
			Doing a newscast