

Course Syllabus

Comm 320 "Multimedia Writing"
Spring 2019

Professor **Mark Tolsted** CAC 321 346-3920
mtolsted@uwsp.edu
office hours: Tuesdays & Thursdays 9:30-11:00 AM
Wednesdays By Appointment

Course Description:

Principles and techniques of writing for multimedia distribution, including for web, blog, podcast, and print distribution.
--2018-2019 Catalog.

This course is about how content creators use text (words), images (still and moving), and sounds to distribute meaning across varying forms of media.

Course Objectives:

By the end of this course, students will be able to:

- Understand and appreciate basic issues facing media attempting to reach current and future audiences with content;
- Understand and appreciate issues related to production and use of content on Web sites;
- Demonstrate ability to write branching narratives for multimedia content production;
- Gather and convert information into appropriate multimedia formats (including podcasts, blogs, slide shows and online video) and using appropriate conventions.

Textbooks and Supplies:

Adornato, A. (2018). Mobile and Social Media Journalism: A Practical Guide. Los Angeles: Sage Publications
Note: Textbook Rental

Rettberg, J. W. (2015). Blogging 2nd ed. Malden, MA: Polity Press
Note: Textbook Purchase

Grading:

Final grades for this course will be determined by student performance in several areas: in-class exercises, blog posts, a podcast, written analyses, and a final examination:

- 1) Final Examination: The final exam will be an essay exam and accounts for 50 points.
- 2) Flow Chart for Law Room Training: While completing an online training module, individual students will create a flow chart of the structure of the branching narrative. Once completed, students will work in an assigned group to finalize the flow chart. This activity is worth 15 points.
- 3) Blog Creation: Students will create an online blog, Creating the blog accounts for 5 points.
- 4) Blog Posts: Students will make three posts to their blogs, each worth 10 points.
 - a. Post #1 must be about why you chose UWSP for your education. It must be a minimum of 300 words and follow the described POV requirement.
 - b. Post #2 must center and expand on something you presented in Post #1. It must be a minimum of 500 words, follow the described POV requirement, and include a still image with an appropriately titled caption.
 - c. Post #3 is about your career goals. It must be a minimum of 500 words, follow the described POV requirement, include hypertext links, and either a moving image with sound or an audio file.
- 5) Social Media Analysis. Based on the materials presented and discussed in class, students are to conduct an analysis of a particular social media platform. This assignment is worth 10 points.
- 6) Headlines and Hyperlink Analysis. Based on the materials presented and discussed in class, students are to conduct an analysis of website headlines. This assignment is worth 10 points.
- 7) Website Writing Analysis. Based on the materials presented and discussed in class, students are to conduct an analysis of the writing on a particular website. This assignment is worth 10 points.
- 8) Personal Branding Assignment. Based on the materials presented and discussed in class, students are to complete a social media personal brand analysis. This assignment is worth 10 points.
- 9) Group Podcast. Working in groups, students will write and record a podcast on an assigned topic. This assignment is worth 15 points.
- 10) In-class Exercises. Over the course of the semester, there will be several activities conducted during class time. Totaled, these are worth 10 points. Note: if missed, these can not be made up.

Point Totals:

Final Exam:	50 points
In-class Activities:	10 points
Group Podcast:	15 points

Personal Branding:	10 points
Website Writing Analysis	10 points
Headlines and Hyperlink Analysis:	10 points
Social Media Analysis:	10 points
Blog Creation:	5 points
Blog Posts 3@10:	30 points
Group Flow Chart:	15 points
TOTAL:	165

Grading Scale:

Final grades will be determined on the following scale:

95%+	=	A
94%	=	A-
93%	=	B+
87%-92%	=	B
86%	=	B-
85%	=	C+
77%-84%	=	C
76%	=	C-
75%	=	D+
71%-74%	=	D
0%-70%	=	F

Attendance Policy: Attendance is **expected**. I will take daily attendance. If you chose or are not able not to attend, **it is your responsibility** to pick up any materials that you missed. **For every two unexcused (2) classes that you miss, your final grade will be reduced by a full letter.**

Make-up Examinations and Late Assignments: Unless otherwise noted, all assignments are due on the assigned date. There are only 3 circumstances under which students will be allowed to make-up a missed examination or turn in an assignment after the scheduled due date. (#1) a death in the family, or (#2) an illness--a note from a doctor or the campus health center may be required, or (#3) a UWSP-sponsored activity--a note from the event coordinator, in advance of the scheduled examination or assigned work, is required. These circumstances do not automatically grant you a make-up of an exam or extension for an assignment. **You must notify me in a timely manner, and based on that contact a decision will be made whether you will be allowed a make-up an exam or will be given an extension for a scheduled assignment.**

Community Bill of Rights and Responsibilities

UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Read more here: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx>

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment, possibly the class and/or . For more information, see the UWSP “Student Academic Standards and Disciplinary Procedures” section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

Assistive Accommodations

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, check here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf> If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

Students are responsible for monitoring their E-mail. Materials relative to the course (clarification of assignments, possible changes to the syllabus, etc.) will be sent to students on via E-mail.

Course Schedule:

Note: I reserve the right to make changes to the course requirements depending on need. If this happens, you will be notified of any changes in class, via CANVAS, and through email.

Week 1:

Tuesday, January 22: Course Introduction
Thursday, January 24: An Introduction to Multimedia Writing, Part 1
Read: “Create a Flow Chart with SmartArt”

Week 2:

Tuesday, January 29: Law Room Group activity
Thursday, January 31: An Introduction to Multimedia Writing, Part 2
Law Room Flow Chart Due

Week 3:

Tuesday, February 5: Understanding Fake News
Introduction to Blog Writing: the 1/3-2/3 model
Thursday, February 7: In-Class Activities:
Share Blogs with Class
Fake News Exercise
Blog Creation Due

Week 4:

Tuesday, February 12: The Web: Persuasive Writing
Thursday, February 14: Interactivity
Blog Post #1 Due

Week 5:

Tuesday, February 19: The Web: Style and Technique
Thursday, February 21: The Web: Headlines and Hypertext
Blog Post #2 Due

Week 6:

Tuesday, February 26: An Introduction to Social Media
Thursday, February 28: Branding in Social Media

Week 7:

Tuesday, March 5: Personal Branding in Social Media
Thursday, March 7: In-class Activity
Blog Post #3 Due

Week 8:

Tuesday, March 12: An Introduction to Blogging
Read: Rettberg Chapters 1+2
Thursday, March 14: NO CLASS

SPRING BREAK

Week 9:

Tuesday, March 26: Blogging, continued
Read: Rettberg Chapters 3+5
Thursday, March 28: **Social Media Channel Analysis Due**

Week 10:

Tuesday, April 2: Blogging, continued
Read: Rettberg Chapter 7
Thursday, April 4: Blogging, continued
Headlines and Hyperlink Analysis Due

Week 11:

Tuesday, April 9: An Introduction of Social Media Journalism
Thursday, April 11: Active Audiences
Read: Rettberg Chapter 4
Read: Adornato, Chapter 1
Website Writing Analysis Due

Week 12:

Tuesday, April 16: Content Concerns: Mobile-First Newsroom

Read: Adornato, Chapter 2

Thursday, April 18:

Journalism and Branding

Read: Rettberg Chapter 6

Read: Adornato, Chapter 3

Week 13:

Tuesday, April 23: Crowdsourcing

Thursday, April 25: The Mobile Journalist: “The One Man Band”

Read: Adornato, Chapter 5

Personal Branding Assignment Due

Week 14:

Tuesday, April 30: Audiences and Analytics

Read: Adornato, Chapter 6

Thursday, May 2:

Ethics

Read: Adornato, Chapter 7

Week 15:

Tuesday, May 7: NO CLASS: Podcast Group Work Day

Thursday, May 9: Podcast Due

Week 16:

Note: UWSP Final Examination Policy: “...all instructors are expected to meet with their classes during the final examination period at the time and place scheduled...”

--For this class, Multimedia Writing, we meet on **Wednesday, 5/15/2019 from 8:00AM - 10:00AM.**