# Course Syllabus

Comm 320 "Multimedia Writing"

Spring 20

Professor **Mark Tolstedt** CAC 321 346-3920

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office hours: Mondays & Wednesdays 12:00PM-1:00PM

Thursdays 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 and using appropriate conventions.

This course is a part of the Media Studies curriculum, whose program learning outcomes are for students to:

Demonstrate an understanding of media form, function, and history

1. Design and produce media applying core media skills, techniques, and aesthetics, considering both form and content.
2. Perform effective public presentations for a variety of audiences and across media platforms.
3. Write effectively for a variety of purposes, situations, and audiences.
4. Evaluate self- and peer-produced work applying professional standards appropriate to form, function, and content.
5. Engage in collaborative projects and evaluate appropriate ethical practices.

**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. Infographics: Students will deconstruct an infographic by writing it essay form and then create an infographic from information distributed in class. Both activities are worth a combined 30 points.
3. Blog Posts: Students will create a blog and write three posts:
   1. 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. This is worth 10 points.
   2. 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. This is worth 10 points.
   3. 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. This is worth 15 points.
4. 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 15 points.
5. 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.
6. 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 20 points.
7. Podcast. Students will write and record a podcast on an assigned topic. This assignment is worth 30 points.
8. 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 cannot be made up.

**Point Totals:**

Final Exam: 50 points

In-class Activities: 10 points

Podcast: 30 points

Personal Branding: 20 points

Headlines and Hyperlink Analysis: 10 points

Social Media Analysis: 15 points

Blog Posts: 35 points

2@10:

1 @ 15:

Infographics Assignments 30 points

TOTAL: 200

**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 (2) unexcused 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.**

**Other Relevant Information:**

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 their university E-mail accounts.

Dates due are deadlines.

*Academic dishonesty:*Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them. You will find a statement of my views on plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty.

*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 success, 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. 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 at the beginning of the course. 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/>

*FERPA Disclaimer*

This course requires posting of work online, that is viewable only by me. None of the work submitted online will be shared publicly. Your academic records grades, student IDs, personal identification information) will not be shared by the instructor of this course. Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you.

*Netiquette*

Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.

--The following netiquette tips will enhance the learning experience for everyone in the course:

• Do not dominate any discussion.

• Give other students the opportunity to join in the discussion.

• Do not use offensive language. Present ideas appropriately.

• Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.

• Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.

• Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.

• Never make fun of someone’s ability to read or write.

• Share tips with other students.

• Keep an “open-mind” and be willing to express even your minority opinion. Minority opinions must be respected.

• Think and edit before you push the “Send” button.

• Do not hesitate to ask for feedback.

• Using humor is acceptable

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:

Wednesday, January 22nd: Course Introduction

Week 2:

Monday, January 27th: An Introduction to Infographics

Wednesday, January 29th: An Introduction to Multimedia Writing, Part 1

Week 3:

Monday, February 3rd: An Introduction to Multimedia Writing, Part 2

Infographic Deconstruction Due

Wednesday, February 5th: Introduction to Blog Writing

Read: Rettberg Chapters 1+2

Week 4:

Monday, February 10th: Blog Writing continued

Read: Rettberg Chapters 3+5+7

Wednesday, February 12th: Blog Writing continued

Create an Infographic Due

Week 5:

Monday, February 17th: Blog writing continued

Read: Rettberg Chapter 4+6

Wednesday, February 19th: Blog Post #1 Due

Presented to Class

Week 6:

Monday, February 24th: Persuasive Writing

Wednesday, February 26th: Persuasive Writing and Fake News

Week 7:

Monday, March 2nd: Writing for Interactivity

Blog Post #2 Due

Wednesday, March 4th: Writing for the Web: Style and Technique

Week 8:

Monday, March 9th: Writing for the Web: Headlines and Hypertext

Blog Post #3 Due

Wednesday, March 11th: Social Media and Personal Branding

Week 9:

Monday, March 23rd: Active Audiences

Wednesday, March 25th: Headlines and Hyperlink Analysis Due

Week 10:

Monday, March 30th: An Introduction to Social Media Journalism

Read: Adornato, Chapte+1+2

Wednesday, April 1st: The Mobile First Newsroom

Read: Adornato, Chapter 3+5

Social Media Channel Analysis Due

Week 11:

Monday, April 6th: Journalism and Branding

Read: Adornato, Chapter 6+7

Wednesday, April 8th: Introduction to Podcasting

Personal Branding Assignment Due

Week 12:

Monday, April 13th: Journalism Audiences and Analytics

Wednesday, April 15th: Journalism and Crowdsourcing

Week 13:

Monday, April 20th: Podcast Due: Present in Class

Wednesday, April 22nd: Present in Class

Week 14:

Monday, April 27th: Present in Class

Wednesday, April 29th: Present in Class

Week 15:

Monday, May 4th: Present in Class

Wednesday, May 6th: Present in Class

Final Examination:

Wednesday, May 13, from 8:00-10:00AM