

JOUR 3500 Section 001
Semester/ Year: Fall/2009

Course Title: Survey of the Internet
T. Th. 8:00 – 9:25 a.m., Meeman PC Lab #206

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Office phone: 901-678-5148

Office hours: : M.W.: 1:00 to 2:00 pm; T. Th.: 2:30 to 3:30; or by appointment

Department Policies for All students

EMAIL: You **must** have your UM email account activated. If you are using other Internet provider such as Yahoo or Gmail you are **required** to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to go through the process of forwarding of UM email. **You are required to check your email daily.** You are responsible for complying with any email message sent to you by your professor or the university.

CELLPHONE: You have to **turn off your cell phone during class sessions** when you are in classroom or in lab.

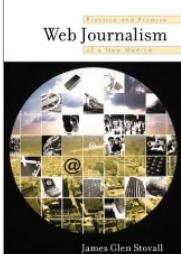
ATTENDANCE: **Class attendance is mandatory** in the Department of Journalism. You may be automatically assigned a failing grade for the semester, for nonattendance. You can not earn the full credit of attendance if you are absent without proof of legitimate documents. **No late work** will be accepted without prior arrangements acceptable to your professor. **Students may not be permitted to make up any missing work** unless it is for an absence due to 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). We are a professional program for journalists who are expected to understand, and comply with, deadlines. If you have problems making it to class on time due to work conflicts, discuss this with your employer to arrange an earlier departure, or consider taking another class. You should consider this class your "job" in the educational process, and be on time just as you would elsewhere.

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

Course Specific Requirements

TEXT BOOKS:

Required:

<i>Web Journalism: Practice and Promise of a New Medium</i> by James Glen Stovall (2004). Published by Pearson Education.	
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OBJECTIVES OF THE COURSE:

1. Establish a comprehensive and thorough understanding of the online medium as a journalism tool
2. Examine various components of online medium

3. Execute a hands-on experience on reporting a multimedia story

COURSE DESCRIPTION:

The course will overview the development of the Internet especially in relation to journalism, discuss social, legal and ethical issues concerning the online reporting, explore the social impact the online reporting may have on the society, and compare the difference between the new medium and traditional mass media. The students will analyze different kinds of online content, learn the process of online production and develop a basic know-how of online production tools.

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution:
 - a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three or more without excuses will earn 0); **Note: excused absences can be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Email explanation and telephone call don't count as excuses even though they are nice notices for the professor.**
 - b. Quizzes (including Pop Quizzes) 15%
 - c. Participatory Discussion (Both verbal and written formats) 10%
 - d. Multimedia Story (in groups) 10%
 - e. Analysis Projects 15% (you are going to do three web journalism analyses projects throughout the semester).
 - f. Mid-term exam 20%
 - g. Professional Final Project 20% (the project can take any form, a powerpoint presentation, a web site, a DVD or an investigative report or a feature writing piece, but they all shall focus on web journalism or related to web journalism, this project shall demonstrate your knowledge and understanding of web journalism in-depth. You need to get the topic approval from the professor.)

OTHER ISSUES:

1. **All projects** are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit. After two days of deadline, there will be no credit.

JOUR3500-001, Class Schedule for Fall Semester, 2009

	Date	Topics	Class Activities	Assignments
Week 1	Sept. 1	Go Over the Syllabus Accept invitations to internetjournalists.ning.com Check out elearn.memphis.edu Register for an UPIU.com account	Discussion and Q&A	Textbook Purchase Decide each student's lead discussant turn (including posting a discussion topic and online multimedia story)
	Sept. 3	Chapter One: Logging on to the Web		Professor As Discussant: Disadvantages of the Web and CA's Cotton Story http://web.commercialappeal.com/presentations/Cotton/
Week 2	Sept. 8	Chapter Two: News Web Sites		Student Discussion Topic 1
	Sept. 10	Chapter Two: News Web Sites	Guest Speaker	
Week 3	Sept. 15	Chapter Three: News: Expanding The Definition		Student Discussion Topic 2 Analysis Project 1 (interviewing campus students on their web news use behavior and social media use)
	Sept. 17	Chapter Three: News: Expanding The Definition	Guest Speaker	
Week 4	Sept. 22	Chapter Four: Reporting: Gathering Information for the Web	Analysis Project 1 Due	Student Discussion Topic 3
	Sept. 24	Chapter Four: Reporting: Gathering Information for the Web	Guest Speaker	
Week 5	Sept. 29	Chapter Five: Writing: Every Word Counts		Student Discussion Topic 4 Analysis Project 2 (local, national, international online media coverage)
	Oct. 1	Chapter Five: Writing: Every Word Counts	Guest Speaker	
Week 6	Oct. 6	Chapter Six: Editing	Analysis Project 2 Due	Student Discussion Topic 5
	Oct. 8	Chapter Six: Editing	Guest Speaker	
Week 7	Oct. 13	Chapter Seven: Photojournalism		
	Oct. 15	Chapter Seven: Photojournalism	Guest Speaker	
Week 8	Oct. 20	Fall Break		
	Oct. 22	Midterm Exam		
Week 9	Oct. 27	Chapter Eight: Graphics Journalism: Words and Pictures Together		Student Discussion Topic 6 Final Project Proposal Idea Analysis Project 3 (Graphic and Photo Use Make a difference)
	Oct. 29	Chapter Eight: Graphics Journalism: Words and Pictures Together	Guest Speaker	
Week 10	Nov. 3	Chapter Nine: Audio and Video: Sound and Little Fury	Analysis Project 3 Due	Student Discussion Topic 7 Final Project Proposal Approval

	Nov. 5	Chapter Nine: Audio and Video: Sound and Little Fury	Guest Speaker	
Week 11	Nov. 10	Chapter Ten: Design on the Web	Register weebly.com Multimedia Story Project 7/8 persons into 2 teams:	
	Nov. 12	Chapter Ten: Design on the Web		
Week 12	Nov . 17	Chapter Eleven: Engaging the Audience		
	Nov .19	Chapter Eleven: Engaging the Audience		
Week 13	Nov. 24	Multimedia Story Project Presentation		
	Nov. 26	Thanksgiving Holiday		
Week 14	Dec. 1	Chapter Twelve: Media Law Online		
	Dec. 3	Chapter Twelve: Media Law Online	Guest Speaker: Taylor Cates (media law attorney with Burch Porter & Johnson)	
Week 15	Dec. 8	Last Day of Class		
	Dec. 10	No Class, Self-Study Day		
Week 16	Dec. 15	Your Professional Final Project Presentation on Dec. 15 at 8:00 a.m. in Lab 206		
Notes: This outline of course materials is rather rough and subject to change depending on class situation. The professor reserves the right to make adjustments and changes.				