

<b>DEREE COLLEGE SYLLABUS FOR: CN 4207 Multimedia Journalism and Public Relations</b>											
(Previously CN 4707 Television News Writing) (Updated: Fall 2020)	<b>US CREDITS: 3/0/3</b> <b>UK LEVEL: 6</b> <b>UK CREDITS: 15</b>										
<b>PREREQUISITES:</b>	CN 2005 Introduction to Digital Video CN 3150 Digital Storytelling										
<b>CATALOG DESCRIPTION:</b>	The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media.										
<b>RATIONALE:</b>	Journalists and public relations practitioners need to be able tell an engaging, single story in various media formats. This course is for students who intend to pursue a career in journalism or public relations, or who want to develop their communication skills.										
<b>LEARNING OUTCOMES:</b>	After taking this course students should be able to: <ol style="list-style-type: none"> <li>1. Understand how journalistic principles of accuracy, objectivity, balance, and fairness relate to the use of visuals and sound as well as words.</li> <li>2. Create a well-structured video story for news or public relations that integrates visuals, words, and sounds.</li> <li>3. Tell a story in different media formats.</li> </ol>										
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Classes consist of lectures and class discussions.</li> <li>• Film and video screenings.</li> <li>• Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> <li>• Use of a Blackboard site where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul>										
<b>ASSESSMENT:</b>	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>First assessment: Portfolio (may include an audio interview and other items);</td> <td style="text-align: center;"><b>10</b></td> </tr> <tr> <td>Second assessment: Video package story (2.5-4 minutes)</td> <td style="text-align: center;"><b>70</b></td> </tr> <tr> <td>Third assessment: Print version of the video story (500-600 words); may also include related photo and caption</td> <td style="text-align: center;"><b>20</b></td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Various writing, voice and camera exercises</td> <td style="text-align: center;"><b>0</b></td> </tr> <tr> <td> </td> <td> </td> </tr> </table> <p>(The formative assessments prepare students for their projects.)</p> <p>The first assessment (portfolio) tests Learning Outcome 1. The second assessment (video package story) tests Learning Outcomes 1 and 2. The third assessment (print version) tests Learning Outcome 3.</p>	First assessment: Portfolio (may include an audio interview and other items);	<b>10</b>	Second assessment: Video package story (2.5-4 minutes)	<b>70</b>	Third assessment: Print version of the video story (500-600 words); may also include related photo and caption	<b>20</b>	Various writing, voice and camera exercises	<b>0</b>		
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	Students are required to resit failed assessments in this module.
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b></p> <p>Shook, Fred, Larson, John, and DeTarsio, John. <i>Television Field Production and Reporting</i>, 7<sup>th</sup> ed., Routledge, 2017.</p> <p><b>RECOMMENDED READING:</b></p> <p>Block, Mervin. <i>Writing Broadcast News – Shorter, Sharper, Stronger</i>, CQ Press College, 2010.</p> <p>Freedman, Wayne. <i>It Takes More Than Good Looks to Succeed in Television News Reporting</i>, 2<sup>nd</sup> ed., A Wealth of Wisdom, 2011.</p> <p>Tu, Duy Linh. <i>Feature and Narrative Storytelling for Multimedia Journalists</i>, 1<sup>st</sup> ed., Routledge, 2015.</p> <p>Tuggle, C.A., and Carr, Forrest. <i>Broadcast news Handbook: Writing, Reporting, and Producing in the Age of Social Media</i>, 5<sup>th</sup> ed., McGraw-Hill, 2013.</p>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<p><b>REQUIRED MATERIAL:</b></p> <p><b>RECOMMENDED MATERIAL:</b></p>
<b>COMMUNICATION REQUIREMENTS:</b>	All work in English Voice recording equipment Video camera Computer
<b>SOFTWARE REQUIREMENTS:</b>	Video editing software
<b>WWW RESOURCES:</b>	<p><a href="http://www.vice.com">www.vice.com</a>  <a href="http://www.vice.com/gr">www.vice.com/gr</a>  <a href="http://www.nytimes.com">www.nytimes.com</a>  <a href="http://www.rtdna.org">www.rtdna.org</a> (Radio Television Digital News Association)  <a href="http://www.bbc.com">www.bbc.com</a>  <a href="http://www.cnn.com">www.cnn.com</a>  <a href="http://www.cbs.com">www.cbs.com</a>  <a href="http://www.nbc.com">www.nbc.com</a>  <a href="http://www.abc.com">www.abc.com</a></p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Visual Storytelling <ol style="list-style-type: none"> <li>1.1 The three-dimensional story</li> <li>1.2 Video, text, and sound</li> <li>1.3 Use of sequences, visual transitions, and cutaways</li> <li>1.4 Referencing video</li> <li>1.5 Illustrative versus sequential video</li> <li>1.6. Language use</li> <li>1.7. Natural sound use</li> <li>1.8. Stand-up use</li> </ol> </li> <li>2. Structure, Proof and Purpose in Journalism and Public Relations <ol style="list-style-type: none"> <li>2.1 Story commitment and news values</li> <li>2.2 Visual leads/proof, beginnings, middles, and ends</li> <li>2.3 Objectivity and meaning in visuals, sound and text</li> </ol> </li> </ol>

	<ul style="list-style-type: none"><li>2.4 Accuracy and reliability of sources and evidence</li><li>2.5 The independent journalist and the public relations advocate</li><li>2.6 Brand journalism</li><li>3. Writing and Producing Stories<ul style="list-style-type: none"><li>3.1 Voice-overs and packages</li><li>3.2 Online formats</li></ul></li><li>4. Videography<ul style="list-style-type: none"><li>4.1 Use of file video</li><li>4.2 Shooting sequences and other basic shots</li><li>4.3 Conducting and shooting interviews</li><li>4.4 Doing stand-ups</li><li>4.5 Working with natural sound</li></ul></li></ul>
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