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Loyola University Chicago
COMM 315-1WE Advanced Reporting – Social Media & Mobile Journalism (MoJo)
Fall 2020 | Online Synchronous MWF 2:50-3:40 p.m.

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Instructor: Jessica R. Brown
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail on weekdays; and limited responses on weekends. Remember to include your name and the course on your subject line. Please use your Loyola account when sending e-mails.)
Office: SOC 218   **Phone:** 312-915-7726   **Office Hours:** Class time via Zoom

COURSE DESCRIPTION: Writing Intensive & Engaged Learning
Advanced Reporting is a writing intensive capstone course designed for experienced multimedia journalism students to utilize their reporting, writing, visual & multimedia communication skills. In this section students will use mobile journalism tools to leverage social media and other online platforms to take a mobile and digital first approach to journalism.

IDEA LEARNING OBJECTIVES
- Gaining a basic understanding of the subject (e.g. factual knowledge, methods, principles, etc.)
- Learning to apply knowledge and skills to benefit others or serve the public good
- Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course

TEXT AND OTHER MATERIALS
- Adornato, A. (2018). *Mobile and Social Media Journalism*. Thousand Oaks, Calif.: CQ Press.
- RECOMMENDED: *The Associated Press Stylebook*, 2020-2022 55th ed
- Twitter/Instagram/YouTube profile/subscription
- Mobile device with optimal memory available
- FREE subscription to the New York Times here: http://libraries.luc.edu/nytimes.

GRADING

100-95 A	94-90 A-	89-87 B+	Social Media Work (30%)
86-83 B	82-80 B-	79-77 C+	General Assignments (30%)
76-74 C	73-70 C-	69-67 D+	Participation & Professionalism (10%)
66-65 D	Below 65 F		Projects (30%)

- I will entertain grade disputes up to 72 hours after the grade has been released, including weekends. After that I will not discuss any grade disputes for any reason.

PLAGIARISM AND ACADEMIC INTEGRITY: Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Details of the SOC policy on this issue are available on Sakai. Students are expected to read, understand and follow the policy. Please ask questions if you are unsure about the policy rather than risking a failing grade.

STUDENT ACCESSIBILITY CENTER (SAC): If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the SAC as soon as possible. Formal arrangements must be made through the office before course adjustments can be made. Additional information about the services available at Loyola, including eligibility for services, is on the SAC website: https://luc.edu/sac/sacstudents/.

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

FACT & SPELL CHECKING
Social media is unforgiving. It is your responsibility to be sure that everything you post is accurate, clear and balanced. Post with errors must be corrected as a matter of journalistic integrity. Therefore, the student responsible for the error must attach a clarification to the post, or immediately acknowledge the error in a separate post and then immediately alert the editor or instructor.

DEADLINES & SCHEDULING
Because this is a journalism course using social media as a platform, deadlines are non-negotiable for assignments designated for social media. You will be required to follow the posting schedule.

HOW THIS COURSE WORKS (full assignment details are on Sakai)
The inaugural version of this course launched Rambler Radar – an online news magazine that delivers news solely on social media. We will continue to work with this product. Twitter will be our main deliver system, but we also produce content for Instagram, YouTube and Medium. Some of this course is collaborative.

WRITTEN WORK
Unless otherwise instructed, all written assignments must be in AP Style, Times, 12 pt., doubled spaced, with name and date in the top right corner. Do not indent, as everything is subject to online publication, and should follow that formatting. Only submit Word or PDF documents.

FILE NAMING: Always put your name on your work. Whether you are using OneDrive or some other software, your name should be used as part of the naming convention. Documents, images, videos, etc. that are not clearly identified by the student's name will have points deducted in the submission area.

ONEDRIVE: We will be using OneDrive quite a bit in this course. Every student has been given access, and there are links throughout Sakai to access the course folder. Use logical organizational practices and naming conventions. **When adding files to OneDrive, ALWAYS share the link to the appropriate assignment on Sakai using the method below.**

HOW TO SUBMIT A URL/HYPERLINK TO SAKAI: Go to the Sakai assignment. Go to the submission area and select the by red button that reads "or select files from Home or site" in the submission area. This will let you paste the URL into the designated area. DO NOT PASTE THE URL INTO THE COMMENTS SECTION. If you do this, it will be considered improperly submitted. Whenever you need to submit a link, you should do it in this manner.

COURSE SCHEDULE (Subject to change)

Week 1: Digital-First Journalism (Synchronous all week)
    <u>READINGS: Week 2 Lessons</u> Readings: Adornato, Ch. 1; Sakai > Week 1
Aug. 24 – Course overview & expectations
Aug. 26 – Social media as a journalism tool
    ASSIGNMENT: Beat selection & Twitter list due Aug. 31
    ASSIGNMENT: Create Twitter profile & follow @RamblerRadar
Aug. 28 – Ethics & Covering Communities

Week 2: Security & Apps (Synchronous Monday & Wednesday)
    <u>READINGS: Week 2 Lessons</u> Readings: Adornato, Ch. 2-3; Sakai >
Aug. 31 – Protecting Yourself Online – Guest Lecturer Julia DeCook
    ASSIGNMENT: Social media audit, due Sept. 4
    DUE: Beat selection & Twitter list
Sept. 2 – Content Management – Guest Lecturer Nader Issa, Sun-Times Reporter
Sept. 4 – Best apps and tools for mobile journalism; Zoom office hours
    DUE: Social media audit

==**Content Management rotation begins Sunday Sept. 6 @ Noon**==

Week 3: Capturing Visuals & Audio (Synchronous Monday only)
    <u>READINGS: Week 3 Lessons</u>
Sept. 7 – Visual journalism ethics; Weekly community briefings begin
Sept. 9 – ***ASSIGNMENT: Mobile photography; due 5 p.m. today***
Sept. 11: Zoom office hours
    ASSIGNMENT: Selfie Video; due Sept. 14

Week 4: Cultivating Story Ideas; Instagram (Synchronous Monday & Wednesday)
    <u>READINGS: Week 4 Lessons</u> *Reading: IR chapter 5; AP Style I-M*
Sept. 14 – What's trending?; Weekly community briefings
    DUE: Selfie Video
    ASSIGNMENT: Trending & story ideas with sources, due Sept. 21
Sept. 16 – Crowdsourcing
    ASSIGNMENT: Callout project; plan due Sept. 28; results due Oct. 23
Sept. 18 – Zoom office hours
    ASSIGNMENT: Create an Instagram story

Week 5: Memes and Culture (Synchronous Monday & Wednesday)
    <u>READINGS: Week 5 Lessons</u>
Sept. 21 – Internet Memes; Weekly community briefings
    DUE: Trending & story ideas with sources, due Sept. 21
    ASSIGNMENT: Meme Project; draft due Sept. 25, final due Sept. 28
Sept. 23 – Investigating online subcultures: Guest Lecturer
Sept. 25 – Zoom office hours
    DUE: Meme Project draft

Week 6: Columns /Analysis & TikTok/Insta (Synchronous Monday & Wednesday)
    <u>READINGS: Week 6 Lessons</u>
Sept. 28 – Journalism & Social Media; Weekly community briefings

>> ***DUE: Callout project plan***
Sept. 30 – Review: Writing opinion pieces
>> ***DUE: Meme Project***
>> ***ASSIGNMENT: Column Project; draft due Oct. 5; final due Oct. 9***
Oct. 2 – Zoom office hours

Week 7: Column Project (Synchronous Friday Only)
>> READINGS: Week 7 Lessons
Oct. 5 – ***DUE: Column Project draft***
Oct. 7 – Zoom office hours (optional to discuss project)
Oct. 9 - Project Review
>> ***DUE: Column Project***

Week 8: Mobile Storytelling (Synchronous Monday only – no office hours)
>> READINGS: Week 8 Lessons
Oct. 12 – Mobile Storytelling; Weekly community briefings
>> **ASSIGNMENT: Mobile Storytelling Project due Nov. 9**
Oct. 14 – One-on-One Group I
Oct. 16 – One-on-One Group II

Week 9: Graphics
Oct. 19. – Graphics as a visual tool – cards, posts & video; Weekly community briefings
Oct. 21. – Using Adobe to create graphics
Oct. 23. – Twitter cards
>> ***ASSIGNMENT: Build a card***

Week 10: Twitter Moments (Synchronous all week)
>> READINGS: Week 10 Lessons
Oct. 26 – Twitter Moments
>> ***ASSIGNMENT: Twitter Moment Final Project; due Dec. 10***
Oct. 28 – Brainstorming
Oct. 30 – Election Coverage prep
>> ***DUE: Callout project results***

Week 11: Election Coverage (Synchronous meeting on Friday; office hours all other days)
>> READINGS: Week 11 Lessons
Nov. 2 – Election Project Part I - Preview
Nov. 4 – Election Project Part II - Post Reaction
Nov. 6 – Election Project Part III - Analysis

Readings: Adornato, Ch. 7-8; Sakai > Week 11
ASSIGNMENT: Resume & Cover letter, due Apr. 10

Week 12: Career Planning
>> READINGS: Week 12 Lessons
Nov. 9 – Online Portfolio
>> **DUE: Mobile Storytelling Project**
Nov. 11 – Job Hunting - Resume & Cover letters
Nov. 13 – Zoom office hours

Week 13: (Synchronous meetings Wednesday & Friday)
Nov. 16 – Zoom office hours
     ASSIGNMENT: Reflection Project; due Dec. 2
Nov. 18 – DUE: Final Project sketch & plan
Nov. 20 – DUE: Final project drafts

Readings: Sakai > Week 13
RECURRING: Content manager rotation; Weekly retweet; Weekly briefing; Weekly topic tweet
DUE: Resume & Cover letter

Week 14: Gobble, gobble
Nov. 23, 25 & 27 – NO CLASS; THANKSGIVING BREAK

Week 15: Final Reflections (Synchronous meetings Friday only)
     <u>READINGS: Week 15 Lessons</u>
Nov. 30 – Zoom office hours
Dec. 2 – Zoom office hours
     DUE: Reflection Project
Dec. 4 – Final Project last-chance overview

Thursday, Dec. 10 – Final Exam/Twitter Moment Project Presentations @ 1-3 p.m.

APPENDIX A – SOCIAL MEDIA CONTENT MANAGEMENT

This course requires that every student take a turn at being the content manager for its various social media sites. The management rotation begins during Week 3 in an effort to give everyone an opportunity to perform this role. There will be two students in these roles each week: one for Twitter and one for Instagram. Below is a list of the tasks every person must complete during their week content manager, along with other important details.

- Be sure to log off the sites once your time as editor is complete.
- All details for assignments are on Sakai.

SCHEDULE
1. The week window is noon from Sunday to Sunday.
2. The first week begins on Sunday, Sept. 6.
3. The final week begins on Sunday, Nov. 15.

DUTIES FOR TWITTER
1. Encourage classmates to share news on their beats via Tweetdeck, and monitor posts.
2. Live tweet an event (speech, meeting or related activity)
   OR
3. Create a thread that does <u>one of</u> the following:
   a. Takes a breaking news story and puts it in chronological context
   b. Takes a feature story and puts it in chronological context
   c. Acts as a de facto feature or news story
   d. Acts as a de facto obituary of the death of a public figure
   e. Acts as a historical overview on the anniversary of some notable event
   f. Explains how something works (process) or came to exist (or an end)
   g. Acts as a review of a piece of music, film, TV, book, or other artistic artifact
4. Write a 1-page reflection detailing your experience as the content manager. This must be submitted by noon on the Monday following the end of your week.

DUTIES FOR INSTRAGRAM
1. Produce a minimum of 4 posts during the week – catering to all beats in the class.
2. Conduct a video interview (or story) – this is in addition to the above four posts.
3. Share posts with Twitter content manager or via Tweetdeck.
5. Write a 1-page reflection detailing your experience as the content manager. This must be submitted by noon on the Monday following the end of your week.

APPENDIX B – NETIQUETTE

Proper classroom decorum cannot be abandoned due to our new virtual reality. Please follow the rules below so that we can all have a pleasant experience during our Zoom meetings.

1. **You're not really alone:** Remember, there other people on the other side of the computer, so please be respectful to them. Allow time for others to complete their comments before speaking.

2. **Use your Zoom tools to communicate**: When necessary, use the "raise your hand" feature if you have a question. You can also use the "Reaction" icons to like or applaud your classmates' work or ideas. You may also be asked to respond in the affirmative to questions posed by the instructor. When activated, the chat feature is a useful tool to pose questions. This feature should only be used for discussions for the entire class.

3. **Recording is strictly prohibited:** Only the instructor has the ability to record sessions. This will only happen if a student provides a specific request from the SAC to do so. Illinois is a two-party state, and thus requires the permission of all parties to record.

4. **Be cautious with jokes and sarcasm:** There are no verbal or physical cues in a virtual space, so please be careful about attempts at humor.

5. **Listen. Read.:** It is easy to get distracted online. It is your responsibility to pay attention to comments made verbally or in the chat so that you don't repeat comments or questions. Failure to do so will be reflected in your participation grade.

6. **Respect people's privacy:** Keep the chat and other communications inside the class.

7. **Be visible. Be heard:** It is expected that you will arrive and remain on video for the duration of every Zoom session. This is an academic integrity issue. We must know who we are talking to and who is participating in discussion. If your computer allows for it, you are welcome to use an appropriate virtual background. If for any reason having your video on is a hardship, you must contact the instructor ahead of class. Use of non-verbal cue features may also be used when putting video (or audio) on mute. Also, please upload a photo of yourself to use in place of video, and use your actual name so that attendance can easily managed.

8. **Keep it relevant.** Only content pertaining to the course should be discussed during class.