Convergence Reporting is an intensive study of methods used in gathering and writing news beyond those considered in MCM 205. **Prerequisite: MCM 205**

### INSTRUCTOR
Mr. Eric J. Faulk, MPAff, MA
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Skype: ericfaulk

### OFFICE HOURS
Tuesdays 5 p.m. BO 209; By appointment; also always available by cell / text / email

### TEXT
*Principles of Convergent Journalism (2nd Ed.)* - by Jeffrey S. Wilkinson, August E. Grant, and Douglas J. Fisher

### PROGRAM LEARNING OUTCOMES
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

**Journalism Concentration (PLOs)**
1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey messages and enhance the communication process.

### STUDENT LEARNING OUTCOMES
1. The student will learn to write news stories for both print and online applications, applying professional principals of fairness and balance, and utilizing effective grammar and syntax, including elements of Associated Press style.
2. The student will learn to identify hard and soft news opportunities in campus activities and situations.
3. The student will develop news packages of campus news that incorporate both written and visual components and that are appropriate for a variety of media applications.

### GRADING
| Writing and laboratory assignments (independent / team assignments) | 70% |
| Final exam / team project | 20% |

Writing assignments will be graded based on both quantity and quality. All writing assignments are expected to provide substantive content. Lab assignments are also expected to be appropriate to the converged mediums into which they are integrated.
Lab grades will reflect elements such as timeliness, relevance, innovativeness, style usage, spelling, grammar, general writing, coverage of topic, fairness, accuracy, use of quotes and attribution, reporting abilities, clarity, lively writing, objectivity and story development.

You will lose points for each misspelled word in a news story. Misspelled names also will result in an automatic deduction on the grade for that story. You will be expected to edit your work according to AP style BEFORE you submit the draft in lab.

Deadlines are a major responsibility in the communication industry, and they will be respected in this course. No exceptions. Any work accepted late without prior approval of the instructor will be graded accordingly. A Mandatory lab is Monday from 7:45 p.m. to 8:45 p.m. in BO 209. This session permits one-on-one help with your writing. The instructor will be available to help you during each lab period. During the course of the semester, you may use the lab period to plan and write your converged news stories. There is only one opportunity to make up work missed in lab. Lab grades missed beyond that will result in a 0 for the lab period. A missed lab can result in a deduction of one letter grade from your final course grade.

### Classroom Etiquette

All students are expected to show the instructor and their fellow students the appropriate respect. Although lively discussion is encouraged, please do not make unnecessary noise, do other class work, read or sleep. Listen attentively.

Please put all cell phones on silent and refrain from text messaging during class.

Per University policy, you are not allowed to have food or drink in classrooms. The exception to this is bottled water. Do not bring cups of coffee or any other liquid into the classroom. If any damage results from spilled liquids or food, the student will be responsible financially for any cleaning or repairs.

### Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFAS students succeed.

### Academic Integrity

Plagiarizing or copying material from another publication or another student without attribution will result in an automatic F for the course. Fabrication of facts and/or quotes in campus news stories also will be cause for a failing course grade. Facts and quotes will be checked periodically with listed sources to verify accuracy. Students are encouraged to review the University policy on plagiarism at http://www.sfasu.edu/upp/pap/academic_affairs/academic_integrity.html

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Students not complying with SFAS’s academic dishonesty regulations will be given a failing grade in this course and may be subject to further disciplinary action.

### Attendance Policy

Excused absences are only for documentable medical emergencies or participation in University-sponsored events. If you are absent, you must contact the instructor in advance to determine whether or not your absence is excused or unexcused.

Missing class will result in missing daily grades and in-class assignments which cannot be made up. Absences will be a major factor in the student’s class participation grade.

### Students with Disabilities

To obtain disability related accommodations and/or auxiliary aids, students may call 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, DS will notify the instructor and outline the accommodation and/or auxiliary aids to be provided.

**NOTE:** This course is designated as Writing Enhanced for the purposes of University curriculum requirements.
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<tr>
<th>Class</th>
<th>Lab</th>
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<tr>
<td>Week 1, Jan. 26: Introduction to Convergent Journalism</td>
<td>Lesson 1 due</td>
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<tr>
<td>Week 2, Feb. 2: Journalism Basics: Writing, Reporting, Interviewing</td>
<td>Lesson 2 due</td>
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<td>Week 3, Feb. 9: Convergent Journalism Skills and Roles</td>
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<td>Week 4, Feb. 16: From Print to Internet: Repurposing Content</td>
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<td>Week 5, Feb. 23: From Print to Internet: New Types of Content</td>
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<td>Week 6, March 1: From Broadcast to Internet: Repurposing Content</td>
<td>Lesson 6 due</td>
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<td>Week 7, March 8: From Broadcast to Internet: New Types of Content</td>
<td>Lesson 7 due</td>
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<td>Week 8, March 22: Basics of Broadcasting</td>
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<td>Week 9, March 29: Basics of Print</td>
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<td>Week 10, April 5: Online News</td>
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<td>Week 11, April 12: Social Media and Journalism</td>
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<td>Week 12, April 19: Adding Multimedia to the Web</td>
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<td>Week 13, April 26: Converging with Other Emerging Media</td>
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<td>Week 14, May 3: The Business of Convergent Journalism; Your Future in Convergent Jou.</td>
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<td>Week 15, May 9-13:</td>
<td>Final Exam</td>
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