

San José State University
School of Journalism & Mass Communications
Jour 130, Student Media Apprentice, Spring 2021

Course and Contact Information

Instructor:	Richard Craig & Diane Guerrazzi
Office Location:	Online
Email:	richard.craig@sjsu.edu , diane.guerrazzi@sjsu.edu
Office Hours:	Craig: Wednesday 4:30-6:00 p.m. (email for Zoom appointments)
Class Days/Time:	TTh 10:30-11:45 a.m.
Classroom:	Online via Zoom
Prerequisites:	Jour 61

Course Description

Take a deep dive into a pool of multimedia concepts, techniques and skills, as you work as a student media apprentice reporter. The adventure starts by focusing on the fundamentals of reporting, writing, shooting and editing. As the weeks progress, you will practice storytelling equally in video, audio and text with photo. By the end of the semester, you will be prepared to have your stories published and aired on student media.

Various sections of this course will be taught simultaneously by professors who are experts in various media products. Your section will rotate with other sections for equal emphasis of instruction in video, audio and text.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- 1) *Demonstrate knowledge of the diversity of groups in global society by including a wide variety of story topics and sources.*
- 2) *Demonstrate the ability to think critically, creatively and independently.*
- 3) *Write correctly and clearly in forms and styles appropriate for print, broadcast and online media.*
- 4) *Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.*
- 5) *Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.*
- 6) *Assess their interest in working in various types of media products.*

Required Texts/Readings (Required)

Textbook

No text. Professors will assign readings online.

Other Readings

Sign up and follow the feeds for Poynter's News University: www.newsu.org

Other technology requirements / equipment / material

Access to a laptop with Adobe Premiere, an external hard drive of 1 TB. Mobile phone, camcorder or DSLR that is capable of shooting video and equipped with an external microphone. Tripod.

Course Requirements & Assignments

- 40 points: Text stories with photos for at least two of the stories (4 stories, 10 points each story) (CLO 1,2,3,4,5)
- 40 points: Video stories (two vo/sots and two pkgs) (4 stories, 10 points each) (CLO 1,2,3,4,5)
- 20 points: Final project, telling a story with video/audio, text and photos. (CLO 4, 6)

Final Examination or Evaluation

The final exam, as stated above, worth 20 points, will be presentation of a project: One web package consisting of a single story focus told with video, audio, text and photos.

Grading Scale:

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A+ = 97% and above	A = 94 to 96%	A minus = 90 to 93%
B+ = 87 to 89%	B = 84 to 86%	B minus = 80 to 83%
C+ = 77 to 79%	C = 74 to 76%	C minus = 70 to 73%
D+ = 67- to 69%	D = 64 to 66%	D minus = 60 to 63%
below 60% = F	I = incomplete	

Classroom Protocol

No late work accepted. Please be on time to take advantage of every learning opportunity. Please make sure you support your classmates, as teamwork is key in media work.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Jour 130 / Student Media Apprentice, Spring 2021, Course Schedule

Schedule is subject to change – will notify you in class and/or via email when changes are made.

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Feb. 2-4	Preparation for working in student media; the reporter's mindset Generating story ideas
2	Feb. 9-11	FEBRUARY 9: FIRST STORY DISCUSSION & ASSIGNMENT Approaches to reporting; resources
3	Feb. 16-18	FEBRUARY 16: FIRST STORY DUE First assignment postmortem; in-class exercise
4	Feb. 23-25	FEBRUARY 23: SECOND STORY DISCUSSION & ASSIGNMENT Examples of different types of reporting
5	Mar. 2-4	MARCH 2: SECOND STORY DUE Second assignment postmortem; in-class exercise MARCH 4: THIRD STORY DISCUSSION AND ASSIGNMENT
6	Mar. 9-11	Fine-tuning your writing and reporting skills MARCH 11: THIRD STORY DUE
7	Mar. 16-18	<u>MARCH 16: SWITCH SECTIONS</u> Preparation for working in student media; the reporter's mindset Generating story ideas
8	Mar. 23-25	MARCH 23: FIRST STORY DISCUSSION & ASSIGNMENT Approaches to reporting; resources
9	Mar. 30- Apr. 1	SPRING BREAK – NO CLASS
10	Apr. 6-8	APRIL 6: FIRST STORY DUE First assignment postmortem; in-class exercise
11	Apr. 13-15	APRIL 13: SECOND STORY DISCUSSION & ASSIGNMENT Examples of different types of reporting
12	Apr. 20-22	APRIL 20: SECOND STORY DUE Second assignment postmortem; in-class exercise APRIL 22: THIRD STORY DISCUSSION & ASSIGNMENT
13	Apr. 27-29	Fine-tuning your writing and reporting skills APRIL 29: THIRD STORY DUE
14	May 4-6	SECTIONS MEET TOGETHER FOR REST OF SEMESTER Final project assigned
15	May 11	Work on final projects
Final Project	Thursday, May 13	FINAL PROJECT DUE Brief in-class presentations of projects