

San José State University
Mass Comm 280, Section 1
Communication Management (Information Gathering)
Fall 2016

Course and Contact Information

Instructor:	Richard Craig
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Office Hours:	Tuesday 3:00-6:00 p.m. (DBH209H); Thursday 11:45 a.m.-12:45 p.m. (DBH108), and by appointment
Class Days/Time:	Thursday 6:00 a.m.- 8:45 p.m.
Classroom:	DBH213
Instructor:	Richard Craig
Office Location:	DBH108

Course Format

Faculty Web Page

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.profrcraig.com>. You may follow me on Twitter at [@SJSUProfCraig](https://twitter.com/SJSUProfCraig) or on Facebook at <https://www.facebook.com/Profrcraig>. You should regularly check your e-mail or my Facebook or Twitter to learn of any updates.

Syllabus Supplement

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Course Description

Catalog Description:

Explores the practice and theory of media management as it applies to: online media, newspapers, magazines, radio stations, television stations, advertising agencies, public relations firms, corporate communications and marketing communications. Incorporates leadership, media economics and conflict resolution. Prerequisite: Instructor consent.

Instructor's Course Description:

This course will prepare graduate students to effectively gather information for news stories, ad campaigns and other communication projects. This will include not only discussion of how to interview news sources and use electronic resources to acquire and verify facts, but also learning about audiences and their preferences to more effectively create and analyze content in a wide variety of media.

Course Learning Outcomes (CLO)

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

- CLO1.** Demonstrate knowledge of where and how to find and develop ideas for news and feature stories.
- CLO2.** Locate and verify information for communication projects through the Internet, online databases and traditional sources.
- CLO3.** Demonstrate knowledge of the intended audiences for different types of media content.
- CLO4.** Develop ideas for news or feature stories or persuasive media campaigns.
- CLO5.** Demonstrate knowledge of professional ethical principles and the ability to work ethically in pursuit of truth, accuracy and fairness.

These Course Learning Outcomes (CLOs) support the Program Learning Objectives (PLOs) of the School of Journalism and Mass Communications, which may be found [here](#).

Required Texts/Readings

Textbooks

Chip Scanlan and Richard Craig, *News Writing and Reporting: The Complete Guide for Today's Journalist* (2nd Edition).

ISBN-10: 0195188322 | ISBN-13: 978-0195188325

John L. Sullivan, *Media Audiences: Effects, Users, Institutions, and Power*.

ISBN-10: 1412970423 | ISBN-13: 978-1412970426

Kelly McBride and Tom Rosenstiel, *The New Ethics of Journalism: Principles for the 21st Century*.

ISBN-10: 1604265612 | ISBN-13: 978-1604265613

Textbooks are available from the Spartan Bookstore and numerous online outlets.

Other Readings

Other required online readings will be posted on the class home page throughout the semester. You will receive advance notice for all additional readings.

Other technology requirements

Since we will regularly go over online readings and discuss them in class, please bring a laptop or tablet computer to class whenever possible. If this is a problem, let me know and I'll help you find a solution.

Course Requirements and Assignments

MC280 is a graduate seminar. Graduate students are expected to think critically and to contribute to the body of knowledge in the various sub-fields of mass communications. In a seminar the instructor tries to minimize

lecturing and maximize the contributions of students. Students are expected to complete their assignments and readings before the date listed, and to be prepared to contribute to the discussion.

Students should ask questions about the readings and what they are hearing from the instructor, and challenge that material when appropriate. Guest speakers will sometimes conduct course meetings, and any material they share is considered a class text for learning and discussion.

You should follow the news daily to keep up on current events. At the very least, you must:

- Read one or more major Bay Area news outlets regularly (e.g. the *San Jose Mercury News*, the *San Francisco Chronicle*, local TV news).
- Follow the *Spartan Daily* and/or other campus media to keep up on campus goings-on.

Feel free to supplement this with news from any other sources you desire.

In terms of grading, this course requires **regular class participation**, two **book chapter critiques**, a **multimedia midterm presentation**, and a **final creative project**.

Class Participation. As noted above, a seminar requires extensive student participation and discussion of readings and course concepts. As such, it counts for a higher percentage of your grade than in some other classes. The instructor will keep notes on student participation across the different subjects throughout the semester.

Chapter Critiques. You will submit two 3-5 page critiques of individual chapters from the readings, or of individual articles assigned throughout the semester. If critiquing book chapters, please don't critique two chapters from the same book. These critiques should briefly summarize the chapter within the context of the book, then discuss the chapter's strengths and weaknesses in terms of subject matter, clarity and effectiveness of writing, or any other areas of note.

Final Creative Project and Midterm Presentation.

For the final project in this class, students may choose to (1) write a 15-20 page research paper on a topic related to the course readings, (2) write an investigative report on a topic you believe merits closer scrutiny, or (3) complete a new media technology project – a Web site, a promotional campaign, a detailed multimedia Powerpoint presentation or something similar, and present it to the class. For either of the latter two types of project, you will be expected to do an amount of work similar to a term paper and provide documentation along with the project.

The midterm presentation will involve taking a significant chunk of the work you're doing on your final project and presenting it to the class on **October 20** in a 5-7 minute presentation. We'll discuss this as the date nears.

You will be expected to have settled on at least a **general topic for the project** and **be able to discuss it in class** by **September 22**. Regardless of the type of project involved, **each student will make a 5-7 minute presentation** summarizing the project on the class's allotted final exam date. **The final project is due December 1**, the day of the last class meeting. **Presentations will take place December 8**.

Writing:

This is a graduate-level class, and your writing will be graded accordingly. You will be expected to keep minor style errors and typos to a minimum. Mechanical errors – style, spelling, punctuation, minor grammar errors – will hurt your grade on writing assignments. This includes the same error made more than once.

Misspelling the name of a person, an institution or position in your projects is a major error and will result in a failing grade on the assignment. This is not meant to scare you, just to make sure you get your information in order before you write. Assignments with any other factual errors will also receive a failing grade.

Please note that I'm not in the business of giving failing grades – as long as you understand and adhere to these rules, I won't have any problem with you. Above all, if you have questions about any of these rules and how they might apply to a given assignment, please contact me before the due date.

See syllabus supplement for information on attendance, deadlines, classroom protocols, academic honesty and other issues not covered here.

Assignments are weighted as follows:

- Class participation: 20 percent
- Chapter critiques: 10 percent
- Midterm presentation: 20 percent
- Final project: 50 percent

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/>

MCOM280/Communication Management, Fall 2016

Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Sept. 1	Curiosity; the news-gathering mindset <i>Scanlan/Craig, Chapter 1, 2, 3</i>
2	Sept. 8	Generating ideas Accuracy vs. speed; Deadlines <i>Scanlan/Craig, Chapter 4, 5</i>
3	Sept. 15	Gathering information online (and off) Web searching and resources <i>Scanlan/Craig, Chapter 6, 7</i>
4	Sept. 22	Intro to Media Audiences <i>Sullivan, Part I (Chapters 1-2)</i> FINAL PROJECT PROPOSAL DUE
5	Sept. 29	Active Media Audiences <i>Sullivan, Part III (Chapters 5-6-7)</i>
6	Oct. 6	Audiences as Participants and Producers <i>Sullivan, Part IV (Chapters 8-9-10)</i>
7	Oct. 13	Audiences and Institutions <i>Sullivan, Part II (Chapters 3-4)</i>
8	Oct. 20	MIDTERM PRESENTATIONS
9	Oct. 27	Cross-cultural issues; diversity <i>Scanlan/Craig, Chapter 15</i>
10	Nov. 3	21 st Century news challenges <i>Scanlan/Craig, Chapter 13</i>
11	Nov. 10	Ethics; Legal issues <i>Scanlan/Craig, Chapter 16</i> <i>McBride/Rosenstiel, Part I</i>
12	Nov. 17	Transparency: How much do you reveal? <i>McBride/Rosenstiel, Part II</i>
13	Nov. 24	THANKSGIVING – NO CLASS
14	Dec. 1	FINAL PROJECT DUE Community <i>McBride/Rosenstiel, Part III</i>
15	Final Exam, Dec. 8	Thursday, 6:00 to 8:45 p.m. in regular classroom. FINAL PROJECT PRESENTATIONS