

**San José State University**  
**School of Journalism & Mass Communications**  
**Jour 130, Student Media Apprentice, Spring 2022**

**Course and Contact Information**

<b>Instructor:</b>	Richard Craig
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<b>Office Hours:</b>	Wednesday 3:00-6:00 p.m.; email me to arrange Zoom appointments
<b>Class Days/Time:</b>	TTh 10:30 – 11:45 a.m.
<b>Classroom:</b>	DBH209 and online via Zoom
<b>Prerequisites:</b>	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

[Associated Press Stylebook, 2021 edition \(or newer\)](#).

Either print or digital edition is fine, but you'll need access to it during class meetings.

The stylebook will be used for reference and not as the backbone for each day's class instruction. **The textbook will be supplemented by readings on the class Web page. Please get in the habit of regularly checking for new readings.**

Textbook is available from the Spartan Bookstore and numerous online outlets. 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 Readings

Sign up and follow the feeds for Poynter's News University: [www.newsu.org](http://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

B+ = 87 to 89%

C+ = 77 to 79%

D+ = 67- to 69%

below 60% = F

A = 94 to 96%

B = 84 to 86%

C = 74 to 76%

D = 64 to 66%

I = incomplete

A minus = 90 to 93%

B minus = 80 to 83%

C minus = 70 to 73%

D minus = 60 to 63%

### 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/>"

## **ACEJMC Professional Values and Competencies**

The SJSU Journalism Department is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The Department strives to have all of our major-required courses help students meet the ACEJMC's 12 Professional Values and Competencies, which are described here under **Professional Values and Competencies:** <https://www.acejmc.org/policies-process/principles/>.

## Jour 130 / Student Media Apprentice, Spring 2022, Course Schedule

*Schedule is subject to change with notice via email.*

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Feb. 1-3	Preparation for working in student media; the reporter's mindset Generating story ideas <b>FEBRUARY 3: FIRST STORY DISCUSSION &amp; ASSIGNMENT</b>
2	Feb. 8-10	Resources for student journalists; in-class exercise
3	Feb. 15-17	<b>FEBRUARY 15: FIRST STORY DUE</b> First assignment postmortem; in-class exercise
4	Feb. 22-24	<b>FEBRUARY 22: SECOND STORY DISCUSSION &amp; ASSIGNMENT</b> Approaches to reporting
5	Mar. 1-3	<b>MARCH 1: SECOND STORY DUE</b> Second assignment postmortem; in-class exercise
6	Mar. 8-10	Examples of different types of reporting <b>MARCH 10: THIRD STORY DISCUSSION &amp; ASSIGNMENT</b>
7	Mar. 15-17	Fine-tuning your writing and reporting skills <b>MARCH 17: THIRD STORY DUE</b> <b><u>MARCH 17: SWITCH SECTIONS</u></b> Preparation for working in student media; the reporter's mindset
8	Mar. 22-24	Generating story ideas <b>MARCH 24: FIRST STORY DISCUSSION &amp; ASSIGNMENT</b>
9	Mar. 29-31	<b>SPRING BREAK – NO CLASS</b>
10	Apr. 5-7	Approaches to reporting; resources <b>APRIL 7: FIRST STORY DUE</b> First assignment postmortem; in-class exercise
11	Apr. 12-14	Examples of different types of reporting <b>APRIL 14: SECOND STORY DISCUSSION &amp; ASSIGNMENT</b>
12	Apr. 19-21	Second assignment postmortem; in-class exercise <b>APRIL 21: SECOND STORY DUE</b>
13	Apr. 26-28	<b>APRIL 26: THIRD STORY DISCUSSION &amp; ASSIGNMENT</b> Fine-tuning your writing and reporting skills
14	May 3-5	<b>MAY 3: THIRD STORY DUE</b> <b>SECTIONS MEET TOGETHER FOR REST OF SEMESTER</b> Final project assigned
15	May 10-12	Work on final projects
Final Project	Thursday, May 12	<b>FINAL PROJECT DUE</b> Brief in-class presentations of projects