

COMM 200 –Intro To Media Writing – Fall 2019 - 3 Credits / Instructor: Jay Mindeman

I'm the creative director at an advertising/ new media agency in Grand Forks. I bring a unique view to COMM theory because I deal with practical, real-life communications situations every day.

Email: jay.mindeman@UND.edu (this is absolutely THE BEST way to contact me)

Required Text: Stovall, James G. [2014]. *Writing For The Mass Media, Ninth Edition*

Course description: Introduction to writing for the media, including print journalism, broadcasting, writing for the web, advertising and public relations.

Course Description from UND Catalog: COMM 200. Introduction to Media Writing. 3 Credits.

Introduction to writing in the various styles and forms required in journalism, advertising, broadcasting, public relations, electronic and speech communication

The University of North Dakota Communication Department takes scholastic dishonesty and plagiarism very seriously. Read the following information closely and complete the assigned tutorials and corresponding tests if you haven't already.

If you engage in scholastic dishonesty, disciplinary action at both the departmental and university level will be taken, which could result in failing the course and/or expulsion from the university. Examples of scholastic dishonesty include:

Recycling prior work: submitting work previously submitted and evaluated for course credit in prior sections of this course or in other courses.

Cheating: copying from another student's test; possessing or using material during a test not authorized by the person giving the test; collaborating with or seeking aid from another student during a test without permission from the instructor; knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test; substituting for another student or permitting another student to substitute for oneself to take a test; bribing another person to obtain an unadministered test or information about an unadministered test.

Plagiarism: appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work.

Collusion: unauthorized collaboration with another person in preparing any academic work offered for credit.

All COMM majors and students taking COMM classes are required to pass a brief online course that teaches them how to recognize plagiarism. This course was put together by Indiana University, which has kindly allowed us to utilize it for our own students. To pass the course, use the links provided below. Obtain the certificate, then upload it to the Assignment in this course entitled Plagiarism Certification by the date indicated on the schedule. If you have already obtained this certificate, you don't need to take the Indiana University course again. Simply upload the certificate that you have already earned for all COMM courses. Finally, if you do not turn in this certificate by the deadline indicated on the schedule, you will not receive a grade for this course. *Note that if you are failing this course at the end of the term, you will earn a failing grade regardless of the status of your plagiarism certificate.*

Watch the "How to Recognize Plagiarism" tutorials here:

<https://www.indiana.edu/~academy/firstPrinciples/index.html>

and learn about registration / certification tests here:

<https://www.indiana.edu/~academy/firstPrinciples/certificationTests/index.html>

STRUCTURE: This class will be one part lecture and one part analysis of the book/lecture. During lectures and discussion, I will elaborate on points from the book with my own information. I expect you to view each lecture and take notes. Anything I say is fair game for the tests, as is anything from the text. I will be available via email virtually every weekday.

LECTURES: View all lectures via the Yuja video included with each assignment. Each will be about 30 minutes long. Take notes, anything I say in the lecture may appear on a test and should be considered as you write your assignments. While parts of the book may seem a little out of date, my lectures will be much more current, including additional discussion regarding new media. ***Note that closed captioning may not be accurate.***

ASSIGNMENTS: You will be expected to turn in a one page paper (no larger than 12 point type, double spaced) regarding most lectures. See the schedule / calendar for specific dates. Instructions, etc. will be found under the "Assignments / Exams" link, and will not be available once the due date has passed. Papers should be turned in as a PDF document. Make sure to work in content from the book and lecture in all of your assignments. ***Any unexcused late work in this course will result in a grade of zero.***

TESTS: There will also be two tests made up entirely of short answer essay questions – one midterm and one final. Again, see the calendar for specific dates. They are open book tests and do not require a proctor. The point of these tests is for me to learn what you know, not what you do not.

GRADING: I will expect the same responsibility from you as you will give your boss or clients after you graduate. That means don't miss assignments, do make deadlines. Treat this like a business, and you'll do great.

Grades are calculated like this:

Weekly Writing Assignments: 120 points (12 assignments X 10pts)

Mid-term: 100 points

Final Test: 100 points

Final Grade = Total Points / 3.2

The Communication Department is committed to bringing the richness of cultural diversity to all students. Through active engagement, the Communication Department endeavors to provide multicultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity. All Students are subject to the University of North Dakota Code of Student Life, including, but not limited to, issues of Scholastic Dishonesty.

To request disability accommodations, please call Disability Services at 777-3425.

All Comm majors and pre-majors will be added to the Comm Program Listserv. The purpose of the listserv is to keep students informed of opportunities to enhance their educational experience at UND.

Contact the Communication Program office (und.comm@email.und.edu) if you would like to be removed from the listserv or if you are not receiving messages and would like to be added.

Mission: The mission of the Communication Program is to provide students with a broad understanding of human communication in various contexts, across diverse cultures, and through multiple systems. The program engages students in lifelong learning that addresses socially and globally pressing communication challenges through scholarly, creative, critical, and practical curriculum and instruction.

Goals: We seek to achieve this mission by designing an interdisciplinary curriculum that respects the liberal arts tradition and exposes students to a variety of theoretical and practical experiences to become informed, engaged, and ethical global citizens.

In particular, this course focuses on Goals 1 and 2 of the following:

Goal 1. Students will understand key foundational communication theories and best practices, and will be able to apply these concepts to scholarly and professional scenarios.

Goal 2. Students will become proficient in communicating critically, creatively, and ethically in diverse contexts and through multiple forms of media, including (though not limited to), written, oral, digital, and print-based communication.

Goal 3. Students will learn to conduct and report research in the broader discipline of Communication, including in (depending on courses/emphases taken:) journalism, digital communication, advertising, cultural, organizational, and health communication, public relations, speech communication, broadcasting, and other areas.

Goal 4. Students will demonstrate the knowledge they have acquired in their Communication coursework in an experiential learning environment, providing relevant and meaningful connections between their classroom work and the broader extended community.