**Electronic News**

**BCMN 3340-001**

**The University of Texas at Arlington**

Spring, 2014

MWF 9-9:50 a.m.

Meets in FAB 414

**Instructor**: Mark Tremayne

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**Office:** FAB 330

**Office Hours:** Mon,Wed. 10 – 11 a.m., Tue. 11-12

**Prerequisites**

You must have obtained a grade of C or better in each of the following classes in order

to be eligible for this class: JOUR 1345, BCMN 2347, 2357, 2358, and 2360, or have

transferred in accepted replacement classes.

**Textbook and Materials**

Tompkins, Al. (2012). Aim for the Heart: Write, Shoot, Report, and Produce for TV and

Multimedia. 2nd Ed. \*

Additional, supplementary readings may be assigned at the discretion of the instructor.

**Course Description**

This course is designed to provide you with the background needed to gather, write,

report, and produce news for the electronic media. You will learn use of basic audio

and video equipment. You will also learn how to edit audio and video of news stories

for analysis and criticism. This course meets the needs of those planning careers in

broadcasting and related fields. At the end of the course, you should know how to

properly gather, write, and edit news and information for electronic media. \*

**Learning Outcomes**

Students will be able to write correctly and clearly in forms and styles appropriate for

the broadcast profession, audiences and purposes they serve.

Students will demonstrate an understanding of professional ethical principles and work

ethically in pursuit of truth, accuracy, fairness and diversity.

Students will use and apply tools and technologies appropriate for the broadcast

profession.

Students will demonstrate they can think critically, creatively and independently.

**Attendance/Drop policy**

Regular class attendance is required by the University and necessary to keep up with

assigned readings, lectures and assignments. Excessive class absences, lateness

and/or failure to keep up with assigned readings will result in lower grades.

Lateness (particularly when it is habitual) is disruptive to the entire class. If you arrive

late, you may miss out on material that cannot be made up.

**Exams and Quizzes**

There will be no opportunities for “extra credit” in this course.

Failure to complete any project will result in a zero grade for that assignment.

Attendance is required and constitutes The following are the percentage values of the exams, projects, production and lab work used to determine your final grade:

Video Projects

25%

Audio Projects

25%

Exams

35%

Attendance and participation

15%

Your final grade will be based on the following grading scale. \*

90 – 100 A

80 – 89 B

70 – 79 C

60 – 69 D

0 – 59 F

**Major Projects**

 Audio

Each person will compile two radio packages.

o The two packages must be at least 1:00

o Each package must include sound bites from at least two different people not in the

class.

o The story must be suitable for playing on UTA Radio News.

Video

You will complete four major video projects during the semester. You may complete

small assignments during class time.

o Projects will be considered late if not uploaded to the server (.wav or .avi file)

by 9 am on the date due.

o Projects not turned in by the due date will be deducted a letter grade per day (10%), unless prior arrangements were made before the due date.

o All projects will be real stories suitable for airing on UTA News, unless otherwise

specified. You may not interview the same person for more than one story per

semester.

o You may not use work from a previous class or an internship. Your stories must

be original.

 Equipment and/or server malfunctions will not be an excuse for a late

project. Unforeseen problems will occur. Complete your assignments early enough to

compensate for them.

**Necessary Equipment**

All students are expected to have their own external hard drive. The size can be

determined by the student, but it is recommended that a hard drive of at least 60GB

be purchased.

All students should purchase a SanDisk SDHC Card. The card must be at least a Class

6 (8GB minimum).

**Americans With Disabilities Act (ADA**): The University of Texas at Arlington is on

record as being committed to both the spirit and letter of federal equal opportunity

legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With

the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to

section 504 of the Rehabilitation Act, there is renewed focus on providing this population

with the same opportunities enjoyed by all citizens. As a faculty member, I am required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative

channels. Information regarding specific diagnostic criteria and policies for obtaining

academic accommodations can be found at www.uta.edu/disability. Also, you may visit the

Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-

3364.

**Student Support Services**: The University of Texas at Arlington supports a variety of

student success programs to help you connect with the University and achieve academic

success. These programs include learning assistance, developmental education, advising

and mentoring, admission and transition, and federally funded programs. Students requiring

assistance academically, personally, or socially should contact the Office of Student Success

Programs at 817-272-6107 for more information and appropriate referrals.

 **Academic Integrity**: It is the philosophy of The University of Texas at Arlington that

academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated

in any form. All persons involved in academic dishonesty will be disciplined in accordance

with University regulations and procedures. Discipline may include suspension or expulsion

from the University.

“Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the

submission for credit of any work or materials that are attributable in whole or in part to

another person, taking an examination for another person, any act designed to give unfair

advantage to a student or the attempt to commit such acts.” (Regents’ Rules and

Regulations, Series 50101, Section 2.2)

**Drop Policy**: It is the responsibility of the student to initiate the drop policy. Students

need to go to his/her “major” department to drop a class. (for example, if you are a

HISTORY MAJOR, and you want to drop a MATH class, you need to go to the HISTORY

DEPARTMENT to drop your class. This is a new rule as of summer 2006).

**E-Culture Policy**: The University of Texas at Arlington has adopted the University email

address as an official means of communication with students. Through the use of email,

UT-Arlington is able to provide students with relevant and timely information, designed to

facilitate student success. In particular, important information concerning registration,

financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is

available at www.uta.edu/email. Students are responsible for checking their email

regularly. E-mails from students will not be considered official unless sent from an official UTA e-mail

address.

Course schedule will be distributed on the second class day. The following content will be covered in this course:

* Video production for social media (Vine, Instagram, etc.)
* Creating slide shows with narration
* Advanced audio techniques
* Editing video on the web
* Writing for the web and social media
* Visual theory, composition. Lighting
* Writing with graphics
* Mobile television journalism
* Journalism ethics for the digital era
* Conducting television interviews
* Creating effective television stories
* Thriving in the newsroom