**The University of North Carolina - Chapel Hill School of Media and Journalism MEJO 252.1: Audio Journalism**

Class Times: Monday/Wednesday, 8 a.m.- 9:15 p.m.

Location: Carroll 058

**Instructor: Lindsay King Email: lindsamk@email.unc.edu**

**Office Hours: Monday & Wednesday, 9:30 – 10:30 a.m. and by appointment, CA 325**

**Credits:** 3

**Required Text:** Kern, Jonathan, *Sound Reporting: The NPR Guide to Audio Journalism and Production*, University of Chicago Press, 2008.

**Course Description:** Welcome to MEJO 252, one of the foundation courses in the broadcast and electronic journalism program of the School of Media and Journalism at the University of North Carolina at Chapel Hill. This course presents the basics of writing, reporting, audio editing, voicing and production skills to work within the electronic/broadcast news industry

This class will operate like a newsroom, so don’t expect a regular college class. Effective newsrooms establish a climate where there is a healthy collision of ideas-- where story assignments, approaches, writing, production, etc., are discussed openly and honestly. This class will offer students a space where their curiosity will be engaged and challenged. Tension and conflict can and should be present to some degree. That tension and conflict should be tempered, however, with respect.

Broadcast writing and audio journalism are designed for a mass audience. If a story is going to be broadcast over a radio station, television station or other news medium, the reporter of the story must be prepared to justify and defend that story and the facts it contains at every level. It is difficult to be a broadcast journalist if one is thin-skinned. It is about the work; not the person. A news story is a news story. It is NOT the extension of an individual.

**Course Goals:** The basic objectives of MEJO 252 include the following:

- To learn and demonstrate basic electronic/broadcast news writing and reporting skills.

- To integrate your news writing skills with basic reporting practices into the production of professional, broadcast-quality audio news and feature packages.

- To produce electronic/broadcast news stories acceptable under the standards generally established by reputable, professional news organizations.

**Oral Communication Component:** No prerequisite exists for oral communication skills. Unlike other courses in the School of Media and Journalism, this course includes an oral communication component. You cannot receive a passing grade in this course if your oral communication skills are deficient. If you have any doubts about your ability to achieve competency in this area before starting the course, check now with the instructor. You will not be graded on your voice quality, per se, but performance improvement will be considered. If you plan to pursue a career on air, you should plan to take our program’s voice and diction class.

**Equipment:** *Voice Recorder & Cable/Microphone* You will need to purchase a digital voice recorder. A list of recommended recorders will be posted in the Resources folder of Sakai. Please consult the list before purchasing your recorder. There will be an in-class discussion of the various options.

You will also need to check out from the MEJO equipment room a broadcast-quality microphone and cable to connect to your digital recorder. The equipment room is located in Park Library and is open Monday through Thursday, 9 a.m. - 12 p.m. and 1 p.m. - 3:30 p.m. and on Friday from 9 a.m. - 12 p.m. It’s your responsibility to keep the microphone and cable in good working order. There is no rental fee, but you are responsible for loss or damage of equipment. If you believe that you are not getting good quality audio from your recorder/microphone unit, please let your instructor or the equipment manager know right away so they can troubleshoot the problem. You must return the microphone and cable to the equipment room by the last day of class. **Failure to return the equipment on time will result in an incomplete grade and a possible lowering of your class grade when the incomplete is converted.**

*Studio Space* To edit and produce your audio projects, use Adobe Audition, which is part of the Adobe Creative Suite you have access to as a UNC student. You will also have access to a broadcast studio for recording tracks. The studio is located in Carroll 135.

**Professionalism, Attendance and Punctuality:** Several components of this class will focus on professionalism, and it will comprise part of your final grade.

As in the broadcast industry, punctuality is essential, and deadlines must be met. Classroom experiences are a vital part of the educational process for this class. Therefore, regular class attendance is essential. The following policy governs absences and the potential impact on the final grade:

Similar to having personal time off (PTO) at work, you are allotted TWO absences without need to justify or explain your reasons for the missed class. Similar to extending beyond one’s allotted PTO, any additional absence past the two allotted days will result in a half-grade deduction (e.g., a B becomes a B- after two absences.) for **EACH** additional day of absence. Use your allocated absences wisely. No additional absences will be granted for job interviews, other courses or activities. Please do not request additional absences.

You are expected to arrive on time and to stay for the entire class period. The professor will take attendance at the beginning of class. **Late arrivals will be counted as an absence and you may be asked to leave.** If you need to leave the class before it ends, you must notify the professor by email prior to class. Otherwise, early departures will be considered an absence.

**Professionalism, Class Discussions:** One of the primary forms of participation in this class will be discussion, even debate. We will talk as a class and in groups, thinking through issues together and critiquing our own work and the work of others. To create a climate conducive for participation by everyone, please follow these discussion guidelines:

- Be ready to share and explain your opinions. Feel free to disagree with others, but be specific in your

assertions and back them up with evidence.

- Start conversations about current news events and materials in the book.

- Listen carefully and respond to other members of the group. Be willing to change your mind when someone demonstrates an error in your logic or use of facts.

- Do not hesitate to ask for clarification of any point or term you do not understand. - Make your point succinctly, avoid repetition and stick to the subject.

- Be honest but sensitive in critiquing the work of others, whether you know the people involved or not. Keep the focus on the work, not the individual, and critique the work product as you would hope to see someone else critique your own work.

- Be specific in your critique, don’t just say “I like how they used the actuality in their story”. Provide support for your statement. “I like how they used the actuality in their story. It supported their track and helped to move the story along. It added to the emotional angle of the story and that is needed to make the story a success.”

- When critiquing your own work, try to separate yourself from your emotional connection to it -- your

prejudices and opinions. Be as objective as possible.

**Communication & Sakai:** Your instructor will communicate through email and the Sakai listserv. It is your responsibility to read the emails. There will undoubtedly be updates and changes to assignments throughout the semester and these will be communicated through email. The UNC Sakai service is located at www.unc.edu/sakai.

You may email me at lindsamk@email.unc.edu. **In the subject line of your email, please put “MEJO 252.1” or “MEJO 252.2”.** Please include the section you are in. I will be available to talk briefly after class. I am also available during my listed office hours and happy to arrange another mutually convenient time to talk.

**Zoom:** This class utilizes Zoom. Students enrolled in the class must sign a waiver to use the program. The classes will be recorded and uploaded to Sakai. Students are still expected to follow the attendance policy. Since Zoom is being used it is the students responsibility to watch and be prepared for the next class.

**Other Considerations:** *Cell phones/ laptops:* Unless otherwise discussed with your instructor, please turn off these devices during class. They are to remain off at all times unless you’re asked by the instructor to turn them on. You can use your laptop for taking notes during class and for class exercises. *Food and beverage:* Please be mindful of building requirements and of your colleagues. *Your email:* Every enrolled student in the School of Media and Journalism is required to have a UNC email address. Always check your email within 24 hours before class for any late changes to assignments. *Changes in syllabus:* Please check the syllabus before each class. **The professor reserves the right to change the syllabus as needed.** In the event of changes, students will be notified in advance via email and all changes will be reflected in the online syllabus accessible via Sakai (www.unc.edu/sakai). *Inclement Weather:* In the event of inclement weather, please check your email and/or the UNC website to see if class has been canceled. Also, please be sure to check your email for any messages. *Readings:* It is expected that you complete required readings before coming to class. Class time will be devoted to application of knowledge, not a review of your readings. *Staying Informed*: Students are responsible for staying informed at all times about local, national and international news events. You can succeed in the news profession only if you have a broad scope of issues and events happening in the world around you. *Academic Freedom:* The instructor retains the academic freedom to deliver course content to achieve academic rigor and to serve the best interests of students. *Original Work:* All work must be original and solely for this class. No assignment may be submitted for credit that was prepared for another class. Under no circumstance should a journalist fabricate a source, quote or sound bite. Do not ask a source to stage a sound or read from a prepared text. Staging is a form of fabrication and is an Honor Code violation. Also, do not use sound effects. Use of archival audio must be approved by the instructor. **Note: Students are welcome to pitch stories to Carolina Connection but must get prior approval from this course’s instructor.**

**Assignment Deadlines:** Assignments are due at the start of class on the due date, unless otherwise noted. You will not receive a passing grade in this course unless all assignments are completed. The assignments must be turned in even when it may receive zero points due to missing a deadline. Submit projects electronically via email as an MP3 file. Turn in scripts at the beginning of class on the due date.

**Naming Assignments:** When submitting a project, use the following naming convention for your files: Lastname\_Firstname\_P#.

E.g., For project #1: **King\_Lindsay\_P1.mp3**.

**Late Assignments:** Likely at some point in this class, students will encounter real-world, last-minute problems over which he/she will have little or no control -- problems that will compromise one’s ability to get an assignment turned in on time. Stories shift. Plans fall through. Interviewees cancel appointments. Equipment malfunctions. Illness strikes. Know this and build a time cushion for yourself. In other words, don’t wait until the last minute.

Late assignments will result in a **1-point drop in grade every 24 hours after the due date/time**. An assignment that’s not turned in within a week of its deadline will result in a zero grade for that assignment.

**Missed quizzes can only be made up within a week**, either during the next available office hours or at another mutually-agreed upon time. It is the student’s responsibility to set up a time to make up the quiz within the one week window.

**Sources:** Every source you contact must be told at the outset of your conversation that s/he is being interviewed for a story that may be used on the air. You must have the source’s permission to be quoted and/or recorded in an interview. It’s the law, along with being an Honor Code violation if you do not follow this procedure.

Also, on the back page of each assignment, students are required to write the name and phone number of each source interviewed for that story or project. Failure to include sources names and phone numbers will result in a 2-point deduction for that particular assignment.

**“Brag” Sheet:** Part of being a successful journalist is the ability to talk about your work in a professional, informed manner. At the beginning of the semester you will write about what you know about journalism, what you hope to learn from the class, and what extra information you would like to learn. In the middle of the semester, you will give me an update on your brag sheet. At the end of the semester, you will be asked to finalize your “brag” sheet that describes what you have learned in class about audio journalism and how that is helping you become a competent broadcast news writer. It should include details that explain how your thinking about various aspects of the craft has changed over the semester, as well as how you are able to conceive, produce, script and voice an audio story. Keep a journal or other notes of your progress and thoughts as you move through the semester -- your brag sheet will help the professor evaluate your professionalism in the course.

**Evaluation:** You must complete all assignments to receive a passing grade in the course. Grades will be determined from scores on the following:

1. Professionalism 20 points 5- Project #3 20 points
2. Writing Quizzes 100 points 6- Project #4 25 points
3. Project #1 15 points 7- Project #5 60 points
4. Project #2 20 points

Final Grades:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A 195 – 205  A - 185- 194 | B+ 179 - 184  B 171 - 178  B - 164 - 170 | C+ 158 - 163  C 150 - 157  C - 144 - 149 | D+ 138 - 143  D 134 - 137 | F 133 or less |

**Assignments/ Rubrics**

1. **Professionalism - 20 points**

Your classroom professionalism will be based on the quantity and quality of your participation and discussion.

Did you attend class regularly and on time? Is it clear that you’ve read and thought about the readings?

**Complete brag books (3) worth 10 points. Late turn-in of equipment to equipment room will result in one point**

**deduction per warning from professionalism points.**

**\*\* if you miss receive two late warning notices from equipment room, turn in three brag books and participate at the**

**“expected” level (6 – 7) points.**

**10 (brag book points) + 7 (class participation points) – 2 (equipment room warnings) = 15 PP earned**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 0 - 1  No participation in any class activity. | 2 - 3 points  Minimal (or less) participation in classroom experiences, discussions, etc.  Work level inadequate | 4 – 5 points  Appropriate participation in classroom experiences, discussions, etc.  Student participates in class discussions.  Work level adequate | 6 – 7 points  Very Good participation in classroom experiences, discussions, etc.  Student participates and initiates class discussion regularly.  Work level strong | 8 – 10 points  Exceptional participation in classroom experiences, discussions, etc.  Student participates and initiates class discussions regularly and voluntarily.  Work level exceptional |

**2- Writing Quizzes - 100 points**

You will complete a total of 10 in-class quizzes throughout the semester.

Each quiz will contain ten (10) questions worth one (1) point each and will evaluate some aspect of current events,

broadcast writing, and knowledge of assigned readings. Current events will be pulled from The Daily Tar Heel, WRAL, WTVD,

CNN, and NPR.

1. **Project #1 - Newscast spot, wrap - 15 points**

This assignment requires you to identify a news story, gather tape, write and produce a 1-minute wrap for a newscast.

This should include a host lead.

1. **Project #2 - Superspot, feature - 15 points**

This assignment requires you to identify a feature story, gather tape, write and produce a 2-minute superspot with a host lead.

You must use acts, tracks, and amib. Two sources minimum.

1. **Project #3 - Superspot, hard news - 20 points**

This assignment requires you to identify a hard news story, gather tape, write and produce a 2-minute superspot with a host lead.

You must use acts, tracks and ambi. Two sources minimum.

**6 - Project #4 – Non-Narrated feature - 25 points**

This assignment requires you to identify a source with an interesting story, gather tape, write and produce a

3-minute non-narrated feature with a host lead. You must use acts, ambi and/or music (optional). One source.

**7 – Project 5, Feature, hard news - 60 points**

This assignment requires you to identify a hard news story (campus impact), gather tape, write and produce a 4-minute news

feature with a host lead. You must use acts, tracks and ambi. No music. Three sources minimum.

**-5 points if you do not have 2 story pitches on assigned day. -5 points if you do not have written description and discussion on brainstorming and project planning (this means you have identified and contacted at least five potential sources**

**for your story)**

**10 points for a complete log and script for review day. 10 points for completed audio mix for review day.**

**Script & log Points – up to 10 points**

**Audio Review Points – up to 10 points**

**Course Schedule:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Focus** | **Reading** | **Presentation/ Discussion** | **Assignment Due** |
| Week 1  Wed  Jan 8 | Course introduction; review  objectives and syllabus;  student expectations  Discussion: review media  ethics; review audio  terminology and recorders |  | Syllabus Review, Zoom, Student Expectations, Audition, Audio terminology, recorders, | **Look over Audition for Monday class** |
| Week 2  Mon  Jan 13  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Jan 15 | Intro to field recorders +  Adobe Audition  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Writing for broadcast  overview; Review scripts, logs  and file management | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **SR: Chap 1 & 2**  **PR** | **Guest**  **speaker: Gary Kirk, UNC**  **broadcast engineer**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #1** | **Bring audition questions.**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Week 3  Mon  Jan 20  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Jan 22 | Assign Project 1:  Writing for broadcast overview; Review scripts, logs, file management, recording techniques  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Discussion:  Reporting, finding stories and  media ethics | **PR: SR Ch 3 & 5**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR** | **Script Practice**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-Class WQ 2** |  |
| Week 4  Mon  Jan 27th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Jan 29th | Editing Project 1 in-class  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Reporting and interviewing:  preparing for an interview  Assign Project #2 | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR;**  **SR: Chapter 4** | **Work on Project 1 in groups**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #3** | **Bring you script, make sure you have your audio and interviews recorded and loaded**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project #1 due** |
| Week 5  Mon  Feb 3rd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Feb 5th | Class Critique of Project #1  Story pitches due  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Writing for broadcast news | **PR; SR Chap 10**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #4, writing practice** | **Project 2 story pitches due**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Week 6  Mon  Feb 10th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Feb 12th | Project 2 lab day  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Project 2 due, assign project 3 | **PR: SR: Chap 12**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Project 2 lab day**  **(group script/audio review)**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #5** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project #2 due** |
| Week 7  Mon  Feb 17th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Feb 19 | Guest Speaker: Will Michaels, WUNC Radio  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Discuss story structure; Review Proj 2 Audio, Assign Proj 3 stories | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR: SR Chapter 8** | **Guest Speaker:**  **Will Michaels, WUNC Radio**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project 3 stories assigned**  **In class WQ #6** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Week 8  Mon  Feb 24th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Feb 26th | Discuss story structure; Audio Production: voicing, Host lead revisions (optional), Project 3 script review (optional)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Broadcast writing: structure  halfway point reflections (Brag Book Part 2), Assign project 4 | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **R: SR Chapter 6** | **In-class exercise, story puzzle**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-Class WQ #7** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project 3 due** |
| Week 9  Mon  Mar 2nd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Mar 3rd | Class Critique of Project #3, Project 4 pitches,  Finding Stories  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Audio Production: using  ambient sound | **PR: SR Chapter 6**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #8** |  |
| Week 10  Spring Break | Spring Break | **Spring Break** | **Spring Break** | **Spring Break** |
| Week 11  Mon  Mar 16th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  Mar 18th | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Feature reporting:  Narrated features  Assign Proj 5 | **PR:**  **SR Chapter 13**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR:**  **SR Chapter 16** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #9** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Proj 4 due** |
| Week 12  Mon  March 23rd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  March 25th | Project #5 pitch session  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Guest Speaker: Alexandria Hernandez, KTLA | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In-class WQ #9** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Guest Speaker** |
| Week 13  Mon  March 30th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  April 1st | Feature reporting: writing in  and out of tape  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Project 5 due; Assign final project | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **In class WQ 10** | **Mon: Bring scripts for project 5 for peer review**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Wed: Project 5 due** |
| Week 14  Mon  April 6th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  April 8th | 2 final project pitches  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Class critique of project #5; Final project planning/ brainstorming session | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR** |  | **2 final project**  **pitches**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Brainstorming sheets about project due (who you will interview, ambi opportunities, etc.)** |
| Week 15  Mon  April 13th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  April 15nd | Final Projects: log/script review  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Final Project:  Audio mix peer review | **PR** | **Work on final projects**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Work on final projects; final brag sheets** | **Rough draft of script due, printed for peer review**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Rough audio mix due** |
| Week 16  Mon  April 20th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed  April 22nd | Work on Final Projects  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Final Projects due |  | **Work on Final Projects**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Final projects due, turn in script at beginning of class, audio due before class** |  |

FINAL EXAM:​ FRIDAY, MAY 1st, 4:00 p.m., Room 058 - Project presentations/feedback

**ATTENDANCE REQUIRED…**

SR: “Sound Reporting” by Jonathan Kern; PR: posted readings on Sakai; WQ: Writing Quiz

**AEJMC Values and Competencies:**

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that,

irrespective of their specialization, all graduates should be aware of certain core values and competencies.

The values and competencies associated with this course include being able to:

- Demonstrate an understanding of gender, race ethnicity, sexual orientations and, as appropriate,

other forms of diversity in domestic society in relation to mass communications;

- Understand concepts and apply theories in the use and presentation of images and information;

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of

truth, accuracy, fairness and diversity;

- Think critically, creatively and independently;

- Conduct research and evaluate information by methods appropriate to the communications

professions in which they work;

- Write correctly and clearly in forms and styles appropriate for the communications professions,

audiences and purposes they serve;

- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate

style and grammatical correctness;

- Apply tools and technologies appropriate for the communications professions.

**Honor Code:**

It is expected that each student will conduct himself or herself within the guidelines of the University honor

system (www.honor.unc.edu). All academic work should be done with the high levels of honesty and integrity

that this University demands. You are expected to produce your own work in this class, which includes

outside writing assignments. Use of former student’s writing assignments constitutes a breach of the honor

code. If you have any questions about your responsibility or your instructor’s responsibility as a faculty

member under the Honor Code, please see the course instructor or Senior Associate Dean Dr. Charlie Tuggle,

or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Seeking Help:**

If you need individual assistance, it’s your responsibility to meet with the instructor during office hours or to

set up an appointment for another time. If you are serious about wanting to improve your performance in the

course, the time to seek help is as soon as you are aware of the problem -- whether the problem is difficulty

with course material, a disability, or an illness.

**Diversity:**

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring

2016 with accompanying goals (www.mj.unc.edu/diversity\_home).

UNC is committed to providing an inclusive and welcoming environment for all members of our community

and does not discriminate in offering access to its educational programs and activities based on age, gender,

race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or

gender expression.

The University’s policy on Prohibiting Harassment and Discrimination is outlined in the 2017-2018

Undergraduate Bulletin ([www.unc.edu/ugradbulletin](http://www.unc.edu/ugradbulletin)).

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know

as soon as possible. If you need information about disabilities, visit the Department of Disability Services

website (<https://ars.unc.edu>).