**The University of North Carolina – Hussman School of Journalism and Media**

**MEJO 252.2: Audio Journalism**

Class Times: Tuesday/Thursday, 8 a.m.- 9:15 p.m.

Location: Zoom / (CA 058)

**Instructor: Lindsay King Email: Lindsay.king@unc.edu**

**Office Hours: By appointment, Zoom meetings only**

**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 Hussman School of Journalism and Media 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.

- To introduce the foundations of creating a podcast.

**Oral Communication Component:** No prerequisite exists for oral communication skills. Unlike other courses in the Hussman School of Journalism and Media, 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: You are required to purchase the following equipment for this class. Financial aid funds can be used for these items. If you believe you will have a challenge with these purchases, please speak with your professor and contact Stephanie Willen Brown (**[**swbrown@unc.edu**](mailto:swbrown@unc.edu)**), the director of the Hussman School’s Park Library.**

*Smartphone with a voice recording app:* You will need a smart phone with a good voice recording app. (You can also use Zoom or Zincaster.) If you are interested in purchasing a voice recorder, there will be a presentation on recommended recorders.

*Wired lavalier microphone*: A lavalier microphone will be needed to the best audio quality (if you are doing an in-person interview).You will need to purchase one from Amazon. (More information will be provided in the presentation and added to the recommended devices list in Sakai).

*Headphones:* Your headphones that came with your smartphone will work. If you want more professional headphones there will be recommendations presented.

*Adobe Audition:* You can get this program through the Adobe Creative Cloud. It is free for all UNC students. You can access the link to create your account [here](https://software.sites.unc.edu/software/adobe-creative-cloud/): (you need a UNC email address). <https://software.sites.unc.edu/software/adobe-creative-cloud/>

**Professionalism, Attendance and Punctuality:** 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:

You are expected to arrive on time and to stay for the entire class period. A class link for zoom with password will be posted in the Sakai folder and sent out the Sunday before class. You must have a UNC email to use zoom. Live classes will be recorded and posted to Sakai by the end of the class day. If you miss a class it is the student’s responsibility to watch the recorded class.

When/if we resume in person instruction, students need to log onto zoom whether they are in class or remote.

**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 Lindsay.king@unc.edu. **In the subject line of your email, please put “MEJO 252.2”.** I am also available during my listed office hours and happy to arrange another mutually convenient time to talk.

This class also uses GroupMe for announcements and reminders. Students taking this class need to make sure they are on the MEJO 252.002 Group in GroupMe. (It is the student’s responsibility to make sure they are on the app. The professor will set this up the first week of class.)

**Zoom:** This class utilizes Zoom. The classes will be recorded and uploaded to Sakai. Since Zoom is being used it is the student’s responsibility to watch and be prepared for the next class. A link for the week’s class will be sent on the Sunday before class. There will be a password, so you need to have a UNC email. Please be professional during our zoom conversations. The content on zoom for this class is owned by the University. It is under copyright protection. Please do not post your zoom class or portions of your zoom class to social media. If you have problems accessing zoom, please notify your professor.

**Other Considerations:** *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).

*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 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 in Sakai as an MP3 file. You will also upload project scripts as a Microsoft Word document to Sakai by the project deadline.

**LATE ASSIGNMENTS…** An automatic 10 percent deduction will be applied to each assignment turned in after the time it is due. An additional 10% deduction will be applied for each subsequent 24 hours that pass after the due date/time (i.e. 10 percent is taken off for each day.)

**Naming Assignments:** When submitting a project, use the following naming convention for your files: Lastname\_Firstname\_P#. Points will be deducted for not following instructions.

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

**King\_Lindsay\_P1.doc**

**Missed quizzes can only be made up within a week for partial credit**. Quizzes will be taken on Sakai and password protected. Quizzes will open at12 a.m. and you will have until 11:55 p.m. of quiz day to complete your quiz. If you miss a quiz, you need to notify your professor and a new password will be activated. You will be able to take the quiz for partial credit.

**Sources:** Every source you contact must be told at the outset of your conversation that s/he or they are 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 bottom of your script, 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 5-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. 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. Course elements and percentage of final grade.

1. Participation 10% 5- Project #3 20%
2. Writing Quizzes 5% 6- Project #4 25%
3. Project #1 15% 7- Project (Podcast) 10%
4. Project #2 15%

Final Grades:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A 95 - 100  A - 90 - 94 | B+ 87 - 89  B 83 - 86  B - 80 - 82 | C+ 77 - 79  C 73 - 76  C - 70 - 72 | D+ 67 - 70  D 60 - 66 | F 59 or below |

**Assignments/ Rubrics**

1. **Participation**

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

Is it clear that you’ve read and thought about the readings? This will also include

in-class activities, Sakai discussion boards, project critiques, project brainstorming sessions, and podcast group creation

and execution. There will be discussion forums throughout the semester. In order to get credit you must complete the entire

assignment. Discussion exercises are due at the time presented, either in class or by 11:55 p.m. on Sunday.

Here’s how the participation grade is determined.

|  |  |  |
| --- | --- | --- |
| Participation Points Earned (PPE) | Total Participation Points (TPE) | PPE/ TPE = Participation Score |
| 18 | 25 | 18/25= 72 (C-) |

**2- Writing Quizzes**

You will complete a total of 5 in-class quizzes throughout the semester. The quizzes will be based on your readings,

current events, and script writing.

Current event materials will be gathered from NPR, Carolina Connection, The Daily Tar Heel, WTVD and WRAL.

Professor will review quiz on the class before the quiz is given.

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

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**

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

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

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

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 – Feature, Hard News**

This assignment requires you to identify a “hard news story”, gather sound, write and produce a 3-minute news feature with a

host lead. You must use actualities, tracks, and ambi. Three sources minimum.

**7 – Project 5, Podcast**

This assignment requires you to work in a group to design and produce a podcast. As a team you will decide the layout of your

Podcast, assign roles, and create and execute content for your podcast. Your podcast must range between 10 – 12 minutes.

It will be assembled using Adobe Audition.

**Course Schedule:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Focus** | **Reading** | **Presentation/ Discussion** | **Assignment Due** |
| **Week 1**  Tues  January 19th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thursday  January 21st | **LIVE ZOOM CLASS**  Course introduction; review  objectives and syllabus;  student expectations, Audition, Sakai Layout  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **LIVE ZOOM CLASS**  Audio journalism best practices, Adobe Audition important settings |  | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Guest Speaker: Gary Kirk, UNC Broadcast Engineer** | **Brag sheet, Participation Activity due by 11:55 p.m. Sunday, January 24th**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Audition needs to be installed. You should look it over and start to become familiar with it.** |
| **Week 2**  Tues  January 26th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  January 28th | **LIVE ZOOM CLASS**  Discussion: review media  ethics; review audio  terminology and recorders, How to identify a story, assign Project 1  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Recorded Class, loaded in Week 2 folder in Sakai**  Project 1 pitches,  Writing for broadcast  overview; Review scripts, logs  and file management | **SR: Chap 1, *Sound and Stories* & 2, *Fairness***  **PR**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Participation Activity (Project 1 Pitches) due by 11:55 p.m. on Sunday, January 31** |
| **Week 3**  Tues  Feb 2nd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  Feb 4th | **LIVE ZOOM CLASS**  Writing for broadcast overview; Review scripts, logs, file management, recording techniques, Project 1 pitch discussion  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **RECORDED CLASS IN WEEK 3 FOLDER IN SAKAI** | **PR: SR Ch 3, *Writing for Broadcast* & Ch 4, *Reporting***  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Participation Activity due by 11:55 p.m. Sunday, February 7th** |
| **Week 4**  Tues  Feb 9th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  Feb 11th | **LIVE CLASS**  Reporting, finding stories and  media ethics, Prepare for Quiz 1  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **RECORDED CLASS in WEEK 4 folder in Sakai**  Assign Project #2, feature vs hard news  Reporting and interviewing:  preparing for an interview. | **PR;**  **SR: Chapter 5, *Field Producing***  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 1** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 1 due 11:55 p.m. on Thursday February 11th.**  **Project #1 due by 11:55 p.m. Sunday, February 14th, script and audio file due in Sakai.** |
| **Week 5**  Tues  February 16th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  Feb 18th | No Class / Wellness Day  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **RECORDED CLASS**  Writing for broadcast news, ambi sound | **No Class/ Wellness Day**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR; SR Chap 10, *Newscasting*** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **No Class/ Wellness Day**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Participation Activity (Semester Check in sign up)**  **Project 2 Pitches due 11:55 p.m. February 21st (Sunday)** |
| **Week 6**  Tue  Feb 23rd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  Feb 25th | **LIVE CLASS**  Class Critique of Project #1  Story pitches due for project 2  Review Quiz 2  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **RECORDED CLASS** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR: SR: Chap 12, *Producing*** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 2** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 2 due by 11:55 p.m. Thursday, February 25th**  **Participation Activity, Ambi sound exercise due in Sakai by 11:55 p.m. February 28th** |
| **Week 7**  Tues  March 2nd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  March 4th | **LIVE CLASS**  Voicing Technique  Review Quiz 3  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Workshop and Quiz | **PR: SR Chapter 8, *Reading on the Air***  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 3** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 3 due by 11:55 p.m. March 4th**  **Project 2 due 11:55 p.m. Sunday March 7th** |
| **Week 8**  Tues  March 9th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  March 11th | **Live Class**  Introduce Project 3, Project 2 critique  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  No Class,  Wellness Day | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR: SR Chapter 6, Story Editing** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project 3 pitches due by Sunday, March 14th at 11:55 p.m.** |
| **Week 9**  Tues  March 16th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  March 18th | **LIVE CLASS**  Assign Project 3, Review, Podcast Sign Up, Preview Quiz 4  Broadcast writing: structure, story structure  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Recorded Class** | **PR: SR Chapter 6, Story Editing**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **PR:**  **SR Chapter 13, *Production Ethics,* Chapter 14, *Program Producing*** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 4** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 4 due by 11:55 p.m. on March 21st (Sunday)**  **Participation Activity due by 11:55 p.m. March 21st.** |
| **Week 10**  Tuesday  March 23rd  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thursday  March 25th | **Live Class**  Podcast Groups Assigned,  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Podcasting group assignment – roles, formats, elements | **PR:**  **SR Chapter 13, *Production Ethics,* Chapter 14, *Program Producing***  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Quiz 5** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project 3 due by Sunday, at 11 :55 p.m.**  **Quiz 5 due at 11:55 p.m. Thursday March 25th.**  **Project 4 pitches due by Sunday at 11:55 p.m.** |
| Week 11  Tuesday  March 30th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  April 1st | Critique Project 3,  Assign Project 4  Designing your Podcast  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Week 12**  Tues  April 6th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  April 8th | Podcasting group assignment – roles, formats, elements  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **PR: Chapter 18, *Beyond Radio,* PR: Chapter 11, *Booking*** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Project 4 due by Sunday at 11:55 p.m.** |
| **Week 13**  Tues  April 13th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  April 15th | Critique Project 4  Podcast Group Time  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Podcast Workshop | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Critique of Project 4, Podcast Group time**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Podcast Workshop** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Week 14**  Tues  April 20th  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Thurs  April 22nd | Podcast Workshop  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Podcast Workshop | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Podcast Workshop**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Podcast Workshop** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Week 15**  Tues  April 27th  Thursday  April 29th | Podcast Workshop  Podcast Workshop |  | **Podcast Workshop**  **Podcast Workshop** | **Podcast Workshop**  **Podcast Workshop** |
| **Week 16**  Tuesday  May 4th | Group Podcast Due |  | **Group Podcast Due** | **Group Podcast Due** |

FINAL EXAM:​ Saturday, May 8th, 8 A.M. CA 058/Remote - Podcast Presentations / discussions

**ATTENDANCE REQUIRED…**

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

**ACEJMC 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 Hussman School of Journalism and Media 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>).