



MEDIA 241 | Online Journalism

Spring 2022 – 3 credits – Online Asynchronous

Catalog Description

Introduces how to write stories and publish them with diverse online media tools, including blogs and social media. This course also introduces how to promote and manage news content disseminated through new forms of digital media. This course builds upon MEDIA 230: Newswriting, which focuses on news writing. This is an elective for students majoring in Media and Journalism. MEDIA 230 is a prerequisite for taking this course.

Quick Links

Assignments	Assignment Descriptions	Class Meetings	Course Objectives
Grading	Instructor and Office Hours	Required Texts	Schedule

The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name

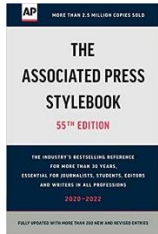
Instructor: Dennis Owen Frohlich, Ph.D.
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 Email: dfrohlic@bloomu.edu



Office Hours

Mondays: 2-2:50 p.m.
 Wednesdays: 10-11:50 a.m. plus 2-2:50 p.m.
 Thursdays: 1:30-3:00 p.m. (Help Lab in Media Hub, McCormick 1229)

If these times do not work, please email me three (3) possible times that work better for you.



Required Texts

The Associated Press Stylebook 2020-2022 (55th Edition).

Some weeks short, free online readings will be assigned. Course content will also be supplemented with LinkedIn Learning modules.

Course Objectives

After successful completion of this course, students will be able to:

- Demonstrate the fundamental concepts and structures of online journalism.
- Write effective stories for online media.
- Develop skills in photography, graphics, maps, and illustrations for online news content.
- Create multimedia stories adhering to the fundamental journalism standards of fairness, accuracy, and quality.
- Produce effective online news content for a news audience.

Class Meetings

Because this class is online, there are no set meeting times. There are, however, readings, assignments, tutorials, and lectures every week. This course requires a lot of work and it's easy to fall behind if you take a week off. **Set aside 2-3 blocks of time each week to devote to this course.** Every Monday, I will send an email outlining what's happening that week. **You should check your school email regularly,** as I may send grading and assignment updates throughout the week. If you develop a routine for online learning, you will be most successful.

Assignments

Your grade will be based on the following assignments.

Pre-Course Survey	10
Video Introductions	10
Discussions (1-8)	80
AP Style Quizzes (1-4)	100
Analyses (1-4)	100
LinkedIn Learning (1-4)	100
Critiques (1-3)	120
Photo Essay	80
Hard News Story	100
Feature Story	100
Product Review	100
<u>Opinion Article</u>	<u>100</u>
Total:	1,000 points

Grading Scale

Grades are based on total points:

A	925-1,000
A-	900-924
B+	880-899
B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	600-679
F	0-599

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

Please check the START HERE module on BOLT for full Grading Policies, including the late work policy.

Assignment Descriptions

The following are brief descriptions of your assignments this semester. *More detailed directions are provided on BOLT, along with grading rubrics.*

Pre-Course Survey (10 points)

This short survey will help me understand where all students are at as far as writing, publishing, and multimedia experience goes. Depending on where the class is at, the course may be adapted to better meet everybody’s needs.

Video Introductions (10 points)

Introduce yourself to the class on BOLT and tell us a little about yourself! This will familiarize you with BOLT Discussions, plus help you get to know your peers.

Discussions (10 points each; 80 total)

Most weeks you will have a short discussion prompt to respond to. Many of these prompts correspond with the topics under discussion that week. You will be broken into discussion groups of 6-7 students and remain in these groups the entire semester. That way, you will get to know a few classmates in the course. For each discussion board, you are asked to post a substantive response to the prompt, and then to reply to two classmates' posts.

AP Style Quizzes (25 points each; 100 total)

Each week you will have readings out of the AP Stylebook. This is a reference manual, so you aren't expected to read through it entirely, but I will point out some of the most useful parts of it. These quizzes are designed to familiarize yourself with this incredibly helpful book, which is used in many professional journalistic settings.

Analyses (25 points each; 100 total)

These are short writing assignments. The first one, the COVID-19 analysis, will familiarize you with posting on a blog. The latter three analyses will be posted on BOLT, and will get you into the habit of analyzing online news articles. You will often analyze articles before your major writing assignments so that you better understand the conventions of journalistic genres.

LinkedIn Learning (25 points each; 100 points total)

Throughout the semester, you will complete short courses on LinkedIn Learning related to writing. After completing the course, LinkedIn Learning will generate a PDF certificate. Download and submit this certificate to BOLT. Additionally, write a short reflection essay highlighting some of the techniques or practices from the course that you find useful.

Writing Assignment Critiques (40 points each; 120 total)

At three points this semester, you will critique your classmates' writing assignments. You will critique the Hard News Story, Feature Story, and Product Review. You will then have three sets of feedback on these stories: two critiques from your classmates, and feedback from your instructor. You can then use this feedback to revise these stories.

Photo Essay (80 points)

For this assignment, you will take a series of 10 photos on a related subject and practice writing captions. These skills can then be used on future writing assignments.

Hard News Story (100 points)

For your first major writing assignment, you will cover a hard news story of interest to the local community. The story should be no more than 500 words long, and include at least 3 photos you've taken and edited yourself, and 2 external links. You are encouraged to add other multimedia as relevant.

Feature Story (100 points)

For this project, you will write a feature story of 800-1,000 words. You will heavily augment the story with multimedia: images, audio, video, hyperlinks, or anything else that fits the story.

Product Review (100 points)

You will write a review of 500-700 words. You can review anything, from media to products to services and more. The review should incorporate multimedia that helps you convey the significance of certain features of the product or media.

Op-Ed (100 points)

For your final writing assignment, you will craft a 600-800 word opinion column on a topic of your choice. You will be evaluated on the creativeness of your writing, the merits of your argument, and the strength of your evidence. At the very least, the opinion article should include links to other sources, such as hard news stories, government websites, and primary sources. Because you are writing in a digital realm, as before, you are encouraged to experiment with the form, taking full advantage of the multimedia options available to you.

The Academic Honesty, Discussion Guidelines, Grading, Extra Credit, Assignment Revisions, and Special Needs Policies are available on BOLT under the START HERE module. You should review these policies periodically.

Course Schedule and Checklist

How to Use: Please print off this checklist, and use it week to week to keep track of assignments, readings, and other activities. I endeavor hard to never change due dates. The due dates for all assignments are included in the following schedule, as well as on BOLT. You should consider putting these due dates into a planner or digital device.

Week Begins	Activities
<p><u>Week 1</u> Monday, Jan. 24</p>	<p>Monday, Jan. 24: Classes Begin</p> <p>Videos (1:05:54 total)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Course Introduction (18:38) <input type="checkbox"/> The State of Digital News Today (16:13) <input type="checkbox"/> The Opportunities and Challenges of Online Journalism (19:20) <input type="checkbox"/> Using the Skeletal Notes (11:43) <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: Statement of News Values and Principles (p. 498-511) <input type="checkbox"/> 5 Great Examples of Innovative Longform Journalism Online <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Video Introductions due to BOLT by Sunday, Jan. 30 at 11:55 p.m. <input type="checkbox"/> Pre-Course Survey due to BOLT by Sunday, Jan. 30 at 11:55 p.m. <input type="checkbox"/> Email Dr. Dennis WordPress username or email address by Sunday, Jan. 30 at 11:55 p.m.
<p><u>Week 2</u> Monday, Jan. 31</p>	<p>Monday, Jan. 31: DEADLINE FOR ADD/DROP</p> <p>Videos (53:50 total)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Blogging and You (16:31) <input type="checkbox"/> Telling Stories through Social Media (16:54) <input type="checkbox"/> Tutorial: Posting to WordPress (20:25) <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: Social Media Guidelines (p. 378-391); academic degrees; academic departments; academic titles; courtesy titles; doctor; president; professor; secretary <input type="checkbox"/> 15 Examples of Impressive Digital Stories <input type="checkbox"/> How to Use the WordPress Block Editor (Gutenberg Tutorial) <input type="checkbox"/> Categories vs Tags – SEO Best Practices for Sorting your Content <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 1: Current Events 1. Initial Post due by Thursday, Feb. 3 at 11:55 p.m. Minimum 2 replies due by Sunday, Feb. 6 at 11:55 p.m. <input type="checkbox"/> COVID-19 Analysis posted to class blog by Sunday, Feb. 6 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 3</u> Monday, Feb. 7</p>	<p>Videos (38:35 total)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Visual Storytelling pt. 1 (12:27), pt. 2 (15:57) <input type="checkbox"/> Using LinkedIn Learning (10:11) [optional, if needed] <p>LinkedIn Learning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Complete the course “Photography Foundations: Mobile Photography by Ben Long” (1:30:00). Submit certificate and reflection to BOLT by Sunday, Feb. 13 at 11:55 p.m. <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: abbreviations and acronyms; anniversary; anonymous sources; attribution; biannual, biennial; bylines; datelines; dateline selection; headlines; names; pseudonyms, nicknames; quotations in the news; second reference; woman, women <input type="checkbox"/> How to Add Caption to Images in WordPress <input type="checkbox"/> How to Create a Photo Essay: Step-by-Step Guide with Examples <input type="checkbox"/> Writing Photo Captions <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 2: Online Journalism. Initial Post due by Thursday, Feb. 10 at 11:55 p.m. Minimum 2 replies due by Sunday, Feb. 13 at 11:55 p.m. <input type="checkbox"/> AP Style Quiz 1 due to BOLT by Sunday, Feb. 13 at 11:55 p.m.
<p><u>Week 4</u> Monday, Feb. 14</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Creating a Photo Essay <input type="checkbox"/> Citizen and Participatory Journalism <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: addresses; ages; decades; dollars; fewer, less; fractions; months; numerals; percent, percentage, percentage points; Roman numerals; telephone numbers; temperatures; years <input type="checkbox"/> Polar Priest: The Church in the World’s Northernmost Town – A Photo Essay <input type="checkbox"/> PHOTOS: 15 Things Folks Can't Live without in a Pandemic, From Ants to Holy Water <input type="checkbox"/> 12 Photo Essays Highlight the Heroes and Heartaches of the Pandemic <p>Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mid-Semester Survey due to BOLT by Sunday, Feb. 20 at 11:55 p.m. <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 3: Current Events 2. Initial Post due by Thursday, Feb. 17 at 11:55 p.m. Minimum 2 replies due by Sunday, Feb. 20 at 11:55 p.m. <input type="checkbox"/> Photo Essay due to class blog and BOLT by Sunday, Feb. 20 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 5</u> Monday, Feb. 21</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hard News Story Ideas <input type="checkbox"/> Analyzing the News <p>LinkedIn Learning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Complete the course “Writing Headlines by Starshine Roshelle” (43:00). Submit certificate and reflection to BOLT by Sunday, Feb. 27 at 11:55 p.m. <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: “alt-right”; citizen, resident, subject, national, native; collective nouns; disabilities; female; gender and sexuality; gender-neutral language; geographic names; his, her; husband, wife; radical; survivor, victim; they, them, their; titles <input type="checkbox"/> The Secret to Writing Great Headlines for Your News Stories <input type="checkbox"/> 9 Tips for Writing Stronger Headlines <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Digital News Analysis due to BOLT by Sunday, Feb. 27 at 11:55 p.m.
<p><u>Week 6</u> Monday, Feb. 28</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Enhancing Stories with Multimedia <input type="checkbox"/> Telling Stories with Audio <input type="checkbox"/> Recording and Editing Audio <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: app, platform, service, site; Bitcoin, bitcoin; blockchain; brand names; climate change; company names; coronavirus; cryptocurrency; digital advertising, internet advertising, online advertising; disk, disc; domain name; internet; internet security; hashtag; privacy; profit terminology; social media; technology <input type="checkbox"/> There Are No limits to Audio Storytelling: 10 Tips for Podcasting Beginners <input type="checkbox"/> How Audio Stories Begin <input type="checkbox"/> Basic Recording and Editing with Audacity <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 4: Multimedia Reporting. Initial Post due by Thursday, March 3 at 11:55 p.m. Minimum 2 replies due by Sunday, March 6 at 11:55 p.m. <input type="checkbox"/> Hard News Story due to class blog and BOLT by Sunday, March 6 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 7</u> Monday, March 7</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hyperlinking Like a Pro <input type="checkbox"/> Writing Effective Critiques <p>LinkedIn Learning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Complete the course “Writing a Compelling Blog Post by Starshine Roshelle” (44:00). Submit certificate and reflection to BOLT by Sunday, March 13 at 11:55 p.m. <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: Punctuation (p. 333-345) <input type="checkbox"/> Beginner’s Guide on How to Add a Link in WordPress <input type="checkbox"/> Evaluating Online Resources: The Complete Beginner’s Guide <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hard News Critiques due to classmates and BOLT by Sunday, March 13 at 11:55 p.m. <input type="checkbox"/> AP Style Quiz 2 due to BOLT by Sunday, March 13 at 11:55 p.m. <p style="color: red;">If you are going somewhere for Spring Break, submit assignments before you leave!</p>
<p><u>Week 8</u> Monday, March 14</p>	<p style="color: green;">Spring Break Week!</p>
<p><u>Week 9</u> Monday, March 21</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Feature Story Ideas <input type="checkbox"/> Story Revision Strategies <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: another; drugs; every one, everyone; foreign names; foreign words; historical events and periods; immigration; impeachment; mental illness; N-word; obscenities, profanities, vulgarities; older adult (s), older person/persons; people’s; people, persons; race-related coverage <input type="checkbox"/> 17 Powerful Revision Strategies for Your Writing <input type="checkbox"/> 9 Simple Steps to Revise Your Writing <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 5: Current Events 3. Initial Post due by Thursday, March 24 at 11:55 p.m. Minimum 2 replies due by Sunday, March 27 at 11:55 p.m. <input type="checkbox"/> [Optional] Revised Hard News Story due to class blog and BOLT by Sunday, March 27 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 10</u> Monday, March 28</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Conducting Better Interviews <p>LinkedIn Learning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Complete the course “Writing in Plain Language by Leslie O’Flahavan” (42:00). Submit certificate and reflection to BOLT by Sunday, April 3 at 11:55 p.m. <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: ampersand; capitalization; cliches, jargon; colloquialisms; composition titles; essential clauses, nonessential clauses; essential phrases, nonessential phrases; lists, bulleted lists; music; plurals; possessives; sentences; shorthand descriptions; television program titles; verbs; who, whom <input type="checkbox"/> How to Conduct a Good Interview: 14 Go-To Interview Techniques for Journalists <input type="checkbox"/> 9 Remote Interviewing Tips for Journalists <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Feature Story due to class blog and BOLT by Sunday, April 3 at 11:55 p.m.
<p><u>Week 11</u> Monday, April 4</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Fair Use in News <input type="checkbox"/> Ethical Issues with Social Media <input type="checkbox"/> Building a Digital Audience <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: Briefing on Media Law (p. 454-497) <input type="checkbox"/> Set of Principles in Fair Use for Journalism <input type="checkbox"/> Fair Use in Journalism: “You Be the Judge!” <input type="checkbox"/> Seven Ways Journalists Can Up Their Social Media Game <input type="checkbox"/> How Journalists Can Best Engage with Their Audience <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Feature Story Critiques due to classmates and BOLT by Sunday, April 10 at 11:55 p.m. <input type="checkbox"/> AP Style Quiz 3 due to BOLT by Sunday, April 10 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 12</u> Monday, April 11</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Purpose and Call of Opinion Writing <input type="checkbox"/> Purpose of Review Articles <input type="checkbox"/> Writing Reviews <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: capital; Capitol; censor, censor, censure; Congress; Constitution; constitutional amendments, clauses; county; directions and regions; judge; judicial branch; legislative bodies; legislative titles; legislature; military titles; organizations and institutions; party affiliation; political parties and philosophies; religious references; religious titles; state; state names <input type="checkbox"/> How to Write a Product Review: 7 Expert Tips to Hook Readers <input type="checkbox"/> How to Write a Movie Review: 5 Tips for Writing Movie Reviews <input type="checkbox"/> How To Write a Book Review <input type="checkbox"/> Five Tips for a Successful Music Review <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 6: Ethics of Online Journalism. Initial Post due by Thursday, April 14 at 11:55 p.m. Minimum 2 replies due by Sunday, April 17 at 11:55 p.m. <input type="checkbox"/> Product Review Analysis due to BOLT by Sunday, April 17 at 11:55 p.m. <input type="checkbox"/> [Optional] Revised Feature Story posted to class blog and BOLT by Sunday, April 17 at 11:55 p.m.
<p><u>Week 13</u> Monday, April 18</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Types of Opinion Writing <input type="checkbox"/> Opinion Writing on the Web <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: affect, effect; allusion, illusion; among, between; amount, number; anticipate, expect; compared to, compared with; complement, compliment; compose, comprise, constitute; contrasted to, contrasted with; discreet, discrete; either...or, neither...nor; figuratively, literally; flaunt, flout; good, well; lay, lie; majority, plurality; principal, principle; rebut, refute; reluctant, reticent; shall, will; than, then <input type="checkbox"/> Opinion, News or Editorial? Readers Often Can't Tell the Difference <input type="checkbox"/> Op-ed Writing: Tips and Tricks (click the + symbols to expand each topic) <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 7: Current Events 4. Initial Post due by Thursday, April 21 at 11:55 p.m. Minimum 2 replies due by Sunday, April 24 at 11:55 p.m. <input type="checkbox"/> Product Review due to class blog and BOLT by Sunday, April 24 at 11:55 p.m.

Week Begins	Activities
<p><u>Week 14</u> Monday, April 25</p>	<p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Research for Opinion Articles <input type="checkbox"/> Balancing Fact with Analysis <input type="checkbox"/> Structuring Your Opinion Article <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: allege; a.m., p.m.; last; none; time element; time of day; times; time sequences; weather terms <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Review Critiques due to classmates and BOLT by Sunday, May 1 at 11:55 p.m. <input type="checkbox"/> Opinion Analysis due to BOLT by Sunday, May 1 at 11:55 p.m.
<p><u>Week 15</u> Monday, May 2</p>	<p>Friday, May 6: Last Day of Classes/Last Day to Withdraw from a Course</p> <p>Videos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Common Logical Fallacies in Opinion Writing <input type="checkbox"/> Writing about Politics and Social Issues <input type="checkbox"/> After the Course Concludes <p>Readings</p> <ul style="list-style-type: none"> <input type="checkbox"/> AP Stylebook: sexual abuse, sexual assault, sexual harassment, sexual misconduct; sneaked; suicide; that (conjunction); that, which (pronouns); their, there, they're; versus; weapons <input type="checkbox"/> List of Fallacies <input type="checkbox"/> Is the Media Doomed? Predictions on the future of journalism 15 years from now. <p>Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Discussion 8: Fairness in Reporting. Initial Post due by Thursday, May 5 at 11:55 p.m. Minimum 2 replies due by Sunday, May 8 at 11:55 p.m. <input type="checkbox"/> AP Style Quiz 4 due to BOLT by Sunday, May 8 at 11:55 p.m. <input type="checkbox"/> [Optional] Revised Product Review due to class blog by Sunday, May 8 at 11:55 p.m.
<p><u>Week 16</u> Monday, May 9</p>	<p>May 9-12: FINALS WEEK</p> <p>Assignment</p> <ul style="list-style-type: none"> <input type="checkbox"/> Opinion Article due to class blog and BOLT by Wednesday, May 11 at 11:55 p.m. <p>Friday, May 20: GRADES AVAILABLE TO VIEW ON MyHusky</p>