San Joaquin Delta Community College District Course Syllabus

Course Information **Course Title and number:** DMedia 2 Writing for the Media **Semester and Academic Year: Spring 2023**	**Section number:** 31322
Prerequisites: None. **Corequisites**: None. **Limitations on Enrollment:** None.	
Professor Information Name: Adriana Brogger Phone: 209-954-5831 Email:Adriana.brogger@deltacollege.edu Emails sent after 4pm, on a weekend or a holiday will be replied to during my normal business hours (M-F 8am-4pm). ** All observed breaks and District holidays will be observed in online classes.	**Units:** 3.0 Lecture-only class This class does **not** have a lab component.
Office: Shima building, room 146 on Stockton Campus Virtual office hours by appt using the link to the right.	Book online appt here
Online Resources: Canvas https://www.kwdc.fm (Password protected area: s146) SJDC Student Handbook	**Grading Option**: A-F or Inc. This course does use the +/- system.
Format: DMedia 2 is a fully online Canvas course. I will hold a DMEDIA 1and 2 office hour on Fridays at 10am. You are welcome to drop in whenever you can.	Zoom office hours.
This course is designed to offer the student fundamental instruction in writing for digital media. Topics covered include writing for the following mediums: television, film, social media, and online news channels. Focus will be on complementing writing with digital content production. Emphasis on preparing scripts in proper formats, including fundamental technical, conceptual, and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. Journalistic principles and styles will be covered, as well as technical writing for corporate communications, public information, advertising, and marketing. Study of legal and ethical issues pertaining to media writing will also be examined. (CSU)	

Course Overview/ Objectives:	

Writing for Digital Media focuses on writing across the digital discipline, with focus for this semester on a single story - of your choosing - that will be pitched, vetted by an editor, reported on, written, produced as a feature writing exercise, reimagined as a short podcast, recreated as social media content. You will then write a press release to simulate pitching your work more broadly.
 	
The course will be split into two sections: Theory + Analysis, Practice + Production
 	
Theory + Analysis will encompass the first 8 weeks of the course:
 	
    ● Unit 0: Intro to the Course
    ● Unit 1: Observe and Listen
    ● Unit 2: How to Write Well
    ● Unit 3: Platforms for Writing
 	
Each of the first four units will include a discussion and a short quiz.
 	
Production + Promotion is where you will put the knowledge gained in the first 10 weeks into practice by creating your own digital media content using the resources we will cover here.
 	
    ● Unit 4: Production	

There is no textbook for you to purchase in this course. All materials are provided via Canvas course modules.	

Please note: **It is the obligation of the student to withdraw from the course.**

Important dates for fall 2022 Meeting dates: Class meets 1/16/2023- 5/19/2023

Census Date	**Last Drop No Penalty Date**
1/30/23	1/29/23
Refund Date	**Last Drop with W Date**
1/30/23	3/30/23

SJDC Digital Media Community Health and Safety Standards: San Joaquin Delta College has health and safety protocols, taking into account recommendations by local, state and national public health authorities, in response to the COVID-19 pandemic. As a member of our campus community, you are expected to abide by these.	Where can you find the latest COVID-19 safety protocols? Right here
FERPA, Privacy, and Remote Instruction Syllabus Statement Moving education from a face-to-face to online modality presents some privacy concerns. In a distance learning environment, the federal law FERPA (which is a federal privacy law protecting students) continues to remain in effect, but students should think about their role in supporting the privacy of fellow students. As this course transitions to increased remote interactions, you should beware that shared pictures, written assignments, videos, emails, blog posts, discussion boards, etc. remain part of the content of the course, just as it would if it were shared in the face-to-face classroom setting. While the privacy of those posts cannot be guaranteed, the expectation is that each member of the class not reshare beyond or outside of the class. The Family Educational Rights and Privacy Act (FERPA) (see 20 U.S.C. § 1232g and 34 CFR Part 99) protects personally identifiable information (PII) from students' education records from unauthorized disclosure. So what does that actually mean? This means that I will only communicate with the enrolled student not a parent, spouse or other individual, unless the student has authorized it.	Where can you find more information about student confidentiality and other rights at SJDC? Here

Canvas/Online Technology Statement Most common issues with Canvas are related to using an unsupported browser or browser version. Supported Web Browsers with Canvas include **Google Chrome, Microsoft Edge, Firefox, and Safari**. Please **DO NOT** use Internet Explorer with Canvas. Safari is supported but users often report issues with the Safari browser, so avoid using it, if at all possible.	If you have questions on how to use Canvas and would like help logging in or need tutorials, please visit this page [Canvas Overview for Students.](#)
Academic Integrity Statement All work in this class is expected to be your own, completed by you specifically for this class. I am dedicated to nurturing an inclusive and academically excellent community, which can only flourish with honesty, trust, and mutual respect. You should submit your own work in all classes, including distance education classes conducted via Zoom. This includes not using chatGPT and other AI systems that may challenge academic integrity. It is expected that you do your own work to the best of your ability. Anything less undermines the worth and value of our intellectual work, and the reputation and credibility of the Digital Media department and San Joaquin Delta College	
Plagiarism Policy Statement Plagiarism is using another person's words or ideas without giving credit to the original creator. It is not okay and if you plagiarize you can face serious consequences. Students who are found to have cheated or committed plagiarism may face disciplinary action under the [College's Student Conduct Code](#). There are lots of ways to avoid plagiarism, including starting your work early, getting support from me, getting feedback and guidance from [the Writing Success Center](#) and the [SJDC library plagiarism prevention guides](#). [Self-plagiarism is also something you must be aware of.](#)	[Plagiarism Prevention Resources via the Goleman Library](#)
Tolerance Policy In this classroom, we respect and understand that all people are welcome here. We have a **zero-tolerance** policy for discrimination of any kind. Everyone has a right to be here without regard to race, color, religion, language, pregnancy, ancestry, age, gender, national origin, sexual orientation, gender identity, gender expression, mental or physical disability, genetic information, marital or veteran status. Discrimination	

includes all derogatory, inappropriate, and negative incidents including, but not limited to, words and actions based in personal biases related to race, color, gender, gender identity, national origin/ancestry, citizenship, religion, age, maternity, marital status, indigenous status, social origin, disability, sexual orientation, membership in organizations, and political affiliation.	

Disability Accommodations If you have a hidden or visible disability that may require classroom or test accommodations, please email me with the best way to help you. If you had a 504 plan or IEP in high school, or some other accommodation, you might benefit from extra support. To get started with this please register with the Disabled Support Programs and Services (located in the DeRicco Student Services Building or click the link to the right). This office is responsible for coordinating accommodations and services with different abilities.	You can access DSPS online resources here.
Self-Care, Mental Health & Wellness At Delta College, our faculty and staff understand that students may at times experience issues or life circumstances that can be overwhelming and cause barriers to learning such as strained relationships, increased anxiety, depression, alcohol/drug concerns, difficult concentrating and/or lack of motivation. Delta College offers many support services to assist you with these or any other concerns you may be experiencing. If you, or anyone you know are suffering from any challenges, reach out for support. I am not an expert but I can connect you to someone who is.	Confidential counseling services are available through the Counseling Center.

Land Acknowledgement: the following statement was prepared by and in conjunction with local Indigenous elders and SJDC Professor Mario Moreno. We acknowledge that San Joaquin Delta College serves students and the community on the unceded ancestral homeland of indigenous peoples, including the Yokuts [yoh-kuts], Plains Miwok [mee-wuck], Patwin [PAT-win], and Nisenan [nish-n-non]. This land remains inseparable from its aboriginal stewards. As guests, we recognize that we benefit from living and working on their traditional homeland, and we wish to pay our respects by acknowledging the ancestors, elders and relatives of the	Click here to learn more about the First People of this area.

Yokuts [yoh-kuts], Plains Miwok [mee-wuck], Patwin [PAT-win], and Nisenan, including by affirming their sovereign rights as First Peoples. We remain grateful for the rich culture, languages, contributions, and heritage of the First Nation peoples who lived here and loved here, who raised their families here, who cared for land and life here, who are buried in many marked and unmarked places here, and who remain here despite acts of genocide, assimilation, and forced removal. Let us honor them, this land, and all life in our thoughts, words, and actions in this place.	
Students Rights and Responsibilities	Use this link for access to the student's handbook PDF.
Active Minds SJDC has a campus club that focuses on health and wellness called Active Minds. We meet on Wednesdays at 1:30pm via Zoom during regular semesters. I am not a mental health professional but I can put you in touch with someone who is.	You can follow the SJDC Active Minds page on Instagram here.

Attendance Policy Statement This is a fully online asynchronous course but in compliance with AP4110 students who do not complete three check-in assignments within the first week of the course may be dropped. SJDC has unfortunately been impacted by bot or pseudo students during the move to online courses. Due to this problem impacting our real students, I will be requiring check-in assignments for all students and dropping those who do not complete them. Students who are dropped may request a meeting with the instructor to request reinstatement.	You must complete a weekly participation check-in via a Google form to let me know that you are still actively participating in this class. Students must complete the form regardless of how they participated: live, Zoom or watched later. You only have to complete the form once a week. Here is the form: https://forms.gle/CnTyoukQPTa6f69W9
Late Work Statement Late work is not accepted expect in cases of extenuating circumstances. This will help keep us all on track. Digital Media production studios/radio stations/television stations/newsrooms/sets are deadline driven industries. Your ability to meet the deadline is part of the grade you earn.	

Quizzes and Exams are administered via Canvas. There are 2 attempts for most quizzes and exams, except the quiz in Module 0. Quizzes are untimed.	

Final Exam for this course: You can take the final anytime you have unlocked it.

Method of Evaluation and Grading Options
Student grades will be calculated using the following criteria:

Unit 1: Observe and Listen
(Weeks 2-3) Listen and Analyze:
Unit 2: Write (Weeks 4-6)
Listen and Analyze:
A.Definition of Good Writing, Basic Techniques: Audience
B.Basic Tools of Writing, Grammar, Punctuation, Spelling, Clarity, The Writer and the Law, The First Amendment, Defamation, Privacy, Copyright and Trademarks, Fair Use, Advertising (FTC),
Broadcast Regulation, C. Style and the Stylebook, Accuracy, Clarity, Brevity

D. Writing in the Media Environment, Accuracy, Verification and Attribution, Information, not Opinion,
Deadlines, Reporting

Unit 3: Platforms (weeks 7-10) A. Print Journalism Types of News Stories Writing Feature Stories
Editing and Rewrites
B. Writing for Social Media, Mobile Journalism, Internet Acceleration
C.Writing for Broadcast, Writing to be Heard, Writing for Video Writing for TV News-vo, vosots, readers,
D. Writing and Images
Basic Photojournalism
Ethics
Data Charts
Cutlines
E.Advertising/PR Press Release

Unit 4: Produce (Weeks 11-15) Pitch your project
1. 500-word feature story
2. 2-minute podcast or video
3.Three images (photos, animation, graphic data chart),
4. Press release about all of the above
Grading Criteria
Course contract 20 points

Discussions: We will have 4, one per unit, 25 points each
Assessments 3 quizzes, 25 points each
Story Pitch and Analysis, 50 points
Deliverables: 500-word story 75 points, 3-minute podcast 50 points, 3 images 30 points,
Press Release 25 points
Schedule of Topics & Readings

FW A grade indicating that the student ceased participating in the class and failed to with draw in a timely manner
This course uses the +/- system.
(The instructor reserves the right to modify this syllabus throughout the semester, if necessary.)

Week of the semester	Important Dates/Holidays
Week 1: Jan 16	**HOLIDAY** - Martin Luther King Jr Day - No Classes/Campus Closed (Jan 16)
Week 2: Jan 23	

Week 3: Jan 30	Last day to drop with full refund this week. Census Date (Jan. 30)
Week 4: Feb 6	
Week 5: Feb 13	**HOLIDAY** - Lincoln Day - No Classes/Campus Closed (Feb17)
Week 6: Feb 20	**HOLIDAY** - Washington - No Classes/Campus Closed (Feb 20)
Week 7: Feb 27	**Last day to file an application for Spring 2023** A.A., A.S. Degree and/or Certificate (March 3)
Week 8: March 6	March 8 CTE-Con (extra credit for attendance)
Week 9: March 13	March 13-March 17 Spring Break No Classes
Week 10: March 20	**Last day to drop** a full term class with an "W" notation (for non full term courses please see key dates) (March 20)
Week 11: March 27	**HOLIDAY** - Cesar Chavez Day - No Classes/Campus Closed (March 31) March 30: Glozelle Social Media Influencer Guest Speaker (in-person and online) (extra credit for attendance)
Week 12: April 3	
Week 13: April 10	
Week 14: April 17	
Week 15: April 24	
Week 16: May 1	
Week 17: May 8	
Week 18: Finals	Finals Week **2023 Commencement (May 18)**

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