



General Class and Course Information

Course ID: MMC1112
Course Subject: MMC
Course Number: 1112
Course Title: Basic News Writing for Mass Media (AA)
Reference Number: 263586
Credits/ Clock Hours: 3.00
Term/Date: Spring 2020 ; 2020-01-06 - 2020-05-06
Days: MW
Time: 12:30 PM - 1:45 PM
Room: TE 00103

Course Description: This course is designed primarily for beginners of news reporting, but seasoned reporters will also benefit from its contents. Topics include information gathering and processing, strategies of interviewing, basic and hard news lead composition, and basic story structure.

Prerequisite/Corequisite: Prerequisite: ENC1101 (with a grade of C or higher)

Instructor's Information

Name: Marcie Pachter
Office Location: TL 0101
Telephone: (561) 868-3073
Faculty Webpage: <https://www.palmbeachstate.edu/pf/Faculty.aspx?id=pachterm>
Email: pachterm@palmbeachstate.edu

Other Information on Textbooks and Materials Needed for Class

While we don't have a book, you are expected to read articles provided through the course Lib Guide. You must submit "prep" work at the start of each class (listed on schedule). This preparation work is worth 20 percent of your grade in this course.

You can access the Mass Media Lib Guide at:
http://palmbeachstate.libguides.com/Spring_2016_pachtermassmedia

Course Learning Outcomes

- Analyze how marketers can manipulate and influence the media.
- Describe how the press functions in other countries.
- Describe the basic functions in a typical newspaper newsroom.
- Explain how American mass media is owned and controlled.
- Explain how the mass media can effect changes in American society.
- Illustrate the relationship between the press and the branches of government.

Assignments, Tests, Quizzes and Final Exam Schedule, with percentage/points of grade

100 points Participation Points (based on attendance and participation)

200 points Preparation Points (based on prep assignments on readings and homework)

100 points AP Quizzes (average of AP style quizzes)

100 points News Article 1

100 points News Article 2

100 points Feature Story

100 points Broadcast Story

100 points Obituary/Op-Ed Piece

100 points Writer's Choice Article

Grading

Letter Grade	Value
A	900-1000
B	800-899
C	700-799
D	600-699
F	Below 600

Attendance Policy

Students are expected to attend all courses and course activities for which they are registered. Any class meeting missed, regardless of cause, reduces the opportunity of learning and may adversely affect a student's achievement in the course. Students are required to attend at least 90 percent of the class meetings in order to receive credit for the course. An accurate record of attendance will be kept. If a student misses more than 30 minutes of a class session, he/she will be counted absent. Three tardies will count as one absence. Leaving early is the same as being tardy.

Participation points and in-class assignments are frequently given, and these points are available only if you are in attendance that day. Students will be permitted up to **THREE** absences; **three** points will be deducted from the participation score for each of these absences. Absences beyond those permitted will result in a penalty of **ten** additional points for each absence, deducted from the student's final participation points for the course. You are responsible for any material missed during an absence. Students missing more than five classes will receive a WX for nonattendance (or an FX if withdrawal date has passed).

Instructor reserves the right to deny attendance to any student due to incomplete homework required for class participation or tardiness if disruptive to class activities.

Assignments are accepted for full credit only on the date they are due. If you are absent on an assignment due date or have not completed the assignment on the due date, you

may turn in the assignment the following class period for a 50 percent deduction.

The attendance policy is effective immediately upon registration in the course. Students who have never attended the class will have one class meeting following the end of the conclusion of the drop/ add period before they are reported for nonattendance. Students will not be reinstated in the course once reported to the Registrar for non-attendance.

When officially representing the College, such as on a field trip, students shall not be counted absent, provided their faculty/instructors are given prior notification and any missed assignments are subsequently completed. Students will be granted excused absences in the case of a substantiated emergency such as a confining illness, a serious accident, the death of an immediate relative, or a religious observance. *Note: Only two excused absences will be permitted for the term.*

As per your student handbook, faculty decide on the validity of the excuses and provide opportunities for students to complete any required makeup work. Students are responsible for immediately informing their faculty/instructors when they must miss class sessions for emergencies.

Electronic Device Policy

All cell phones and smart watches must be turned off or to vibrate before entering the classroom. No texting or using phone is permitted during class without direct permission of instructor. Violators of this policy will write a two-page essay reflecting on the issue.

PBSC email: All communications to and from the student and professor will be completed by using your PBSC email address. Your email address may be found on your PantherWeb page. It will need to be activated. Please follow instructions given the first time you sign in.

Late Assignment Policy

All assignments count toward the final grade. Students should establish connections with other students to get notes and assignments from missed classes.

Assignments are accepted for full credit only on the date they are due. If you are absent on an assignment due date or have not completed the assignment on the due date, you may turn in the assignment the following class period for a 50 percent deduction.

Make-up Exam Policy

n/a

Academic Dishonesty Policy

See college policy on academic dishonesty. As per student handbook (<http://www.palmbeachstate.edu/Catalog/Current/Index.aspx>):

Academic misconduct including, but not limited to, unauthorized use of aids, cheating, fabrication, plagiarism, or facilitating academic dishonesty in the classroom or other college environments, as defined below:

Plagiarism

- Taking the words or specific substance of another and either copying or paraphrasing the work without giving credit to the source.
- Submitting a term paper, examination or other work written by someone else.
- Failure to give credit in a footnote for ideas, statements of facts or conclusions derived by another.
- Failure to use quotation marks when quoting directly from another person, whether it is a paragraph, a sentence or even a part thereof.
- Similar and extended paraphrasing of another.

Cheating

Using unauthorized notes, study aids, or information from another student or student's paper on an in-class examination; altering a graded work after it has been returned, then submitting the work for re-grading; and allowing another person to do one's work and to submit the work under one's own name or otherwise not following the rules or instruction to gain an advantage.

Fabrication

Presenting data in a piece of work that were not gathered in accordance with guidelines defining the appropriate methods for collecting or generating data and failing to include a substantially accurate account of the method by which the data were generated or collected.

Aiding and Abetting Dishonesty

Providing material or information to another person with knowledge that these materials or information will be used improperly.

Forgery

Altering documents affecting academic records; forging a signature of authorization or falsifying information on an official academic document, election form, grade report, letter of permission, petition, or any document designed to meet or exempt a student from an established College academic regulation.

Academic Dishonesty Penalty for Violation

First-time violation of this policy will result in failure on the assignment. A second violation will result in failure in the course.

Note: Students may not withdraw from this class to avoid a failing grade as a result of such a violation

Withdrawal Policy

Any student missing more than five classes in the term will be withdrawn by the professor, with a grade of "WX" being assigned (FX if withdrawal deadline has passed). Students wanting a "W" in the course will need to withdraw themselves.

Blackboard Gradebook/SafeAssign (GB) Class Information

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This course meets traditionally in the classroom, but is also supported by a limited Blackboard course site. This course site provides an electronic Gradebook and may also provide SafeAssign assignments and some handouts/links to online resources which require you to have Internet access. Before you decide to take this course which utilizes a Blackboard Gradebook/SafeAssign course support site, it is recommended that you carefully review the:

Blackboard Access

- Access to your Component Course is AVAILABLE each term on the FIRST DAY OF CLASSES

Blackboard Orientation and Assistance

- How to Register for the Free Online Orientation Course: ELO1000
- How to obtain Blackboard assistance from the Online Student Support Center

Blackboard Tips & Tutorials

- How to Ensure your Computer is Compatible
- Ensure you Understand Examination and Assignment Rules
- Learn the Functions of Blackboard

Then proceed to - Palm Beach State Blackboard

(<https://palmbeachstate.blackboard.com>)

to Login to your Gradebook/SafeAssign (GB) Course Site (not available before the first day of class) using the same **USERNAME and PASSWORD** you used to register for classes.

For Additional Information and Obtaining Assistance visit the eLearning Student Support Center

<https://www.palmbeachstate.edu/elearning/students/default.aspx>

Blackboard Gradebook/SafeAssign (GB) Course Requirements

Computer Systems

Your computer system resources must be compatible with the Learning Management System (LMS) used to deliver/manage course content. System Check (analysis) is provided on the course login page at <https://palmbeachstate.blackboard.com>. Your computer needs to be configured per recommended settings. Failure to do so generally results in test submission and other participative action errors. These types of errors are generally not accepted as an excuse for missed submissions.

SLC Computer Lab

If students do not have access to a computer at home, the SLC Computer Lab at a Palm Beach State campus can be used to complete course assignments. Visit the SLC Computer Lab webpage at <http://www.palmbeachstate.edu/slc> for location and hours.

Student Computer & Learning Management System Skills

Students need to possess basic web browsing skills and need to learn the functions of the Learning Management System (LMS). Students can learn how to use the LMS by

enrolling in a free **ELO1000 Online Orientation Course**. Online video tutorials are provided for all major LMS functions and can be accessed from the online classroom by clicking on the **'Support'** tab on the right-hand side of the course window.

Course Login

Information on how to change your password and solving other login related issues is provided on the LMS Login Page:

<https://palmbeachstate.blackboard.com> – simply follow the link

Forgot Your Password?

(<https://webservices1.palmbeachstate.edu/FCCSC/pbsc/security/passwordhelp.jsp>)

Please keep in mind:

Username: Your PBSC Student ID

Password: Your PBSC Password (must be 6 characters)

Online Textbook Purchase

The textbook(s) can be purchased at the PBSC Campus Bookstore or online at <http://www.bkstr.com/palmbeachstcentralstore/home>.

For GB Course Assistance, please contact your:

- Professor/Instructor with Course Instructional Content (handouts provided, assignment availability dates, course instructions, etc.) issues.
- Student Helpdesk with Username/Password & General Access issue: Phone: 5618684000.
- Online Student Success Specialist for all LMS (Blackboard) issues and assistance:
Phone: 561.868.3303
Email: elarningsuccess@palmbeachstate.edu
Web Form: http://palmbeachstate.co1.qualtrics.com/SE/?SID=SV_etgXQrKPN7GX0YI&Q_JFE=0

Student Code of Conduct

Unauthorized Use of Voice and Video Recording

Using any device to make an audio or video recording of any person without their prior knowledge or express consent.

College Policies

Academic Dishonesty/Integrity

Academic misconduct including, but not limited to, unauthorized use of aids, cheating, fabrication, plagiarism, or facilitating academic dishonesty in the classroom or other college environments, as defined below:

Plagiarism

- Taking the words or specific substance of another and either copying or paraphrasing the work without giving credit to the source.
- Submitting a term paper, examination or other work written by someone else.
- Failure to give credit in a footnote for ideas, statements of facts or conclusions

derived by another.

- Failure to use quotation marks when quoting directly from another person, whether it is a paragraph, a sentence or even a part thereof.
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Aiding and Abetting Dishonesty

Providing material or information to another person with knowledge that these materials or information will be used improperly pursuant to Florida Statutes 877.17 (1).

Forgery

Altering documents affecting academic records; forging a signature of authorization or falsifying information on an official academic document, election form, grade report, letter of permission, petition, or any document designed to meet or exempt a student from an established College academic regulation.

Warning: Students may not withdraw from a class to avoid a failing grade as a result of such a violation.

Please refer to the Palm Beach State College Student Handbook (www.palmbeachstate.edu/current for link to the student handbook).

Classroom Etiquette and Student Behavior Guidelines

Students will demonstrate respect for professors and fellow students. Behavior that is deemed disruptive to a positive learning environment will be addressed by the professor and may result in a warning. If the student's behavior is deemed extreme in nature, the student will be referred to the dean of students for disciplinary action in accordance with the Student Handbook. Consequences for such behavior may result in formal conduct charges and sanctions.

Computer Competency Component

Each student will, to the satisfaction of the professor, demonstrate a fundamental understanding of basic computer operations through various professor-determined exercises and/or assignments.

Center for Student Accessibility

Students with disabilities are advised, in compliance with federal and state laws, that accommodations and services are available through the Center for Student Accessibility (CSA). It is the student's responsibility to contact the Center for Student Accessibility office and to submit appropriate documentation prior to receiving accommodations or services. Please see the website at <https://www.palmbeachstate.edu/CSA> for additional information.

Eating, Drinking and Smoking

Eating and drinking are confined to areas designated on the campus. Smoking, including electronic cigarettes (also known as e-cigarettes, vapors, vaporizers, or nicotine vaporizers), is not permitted in any College building and only in areas designated at each campus.

Final Course Grade Appeal

The evaluation of academic work is the responsibility of the faculty member/instructor. The method for assigning the final course grade is established by the faculty member/instructor. Per Board Rule 6Hx-18-3.191, faculty/instructors shall communicate the grading policy of the course to their students in writing. If this policy changes during the term, students should be notified of any changes in writing. The method to determine final course grades must be communicated to students in a course syllabus prior to the beginning of the course. Should a student have a question about a final course grade, please follow the procedures as outlined in the student handbook: www.palmbeachstate.edu/current.

Mid-Term Grade Reporting

Within one week after the close of the mid-term grading period, mid-term grades will be made available to all students for each class by either written notification or individual conference.

Student Responsibility Policy

When a student attends the College, s/he becomes subject to its jurisdiction. Students are expected to conduct themselves in a responsible manner, in all areas of campus life. By enrolling, they pledge to obey the rules and regulations of the College and are responsible for observing all College policies and procedures as published in the student handbook, the College catalog, and other College publications which may be related to specific program of study. The student will be responsible for preparing for class, participating in class, and completing assignments on time.

Palm Beach State Websites of Interest

Please see this web page (www.palmbeachstate.edu/current) for a list of web addresses for students.

Withdrawal Policy for Individual Courses

The last day to withdraw from a College course with a "W" grade in this course is **2020-04-14**. It is the responsibility of the student to use the PantherWeb system or visit a campus Registrar's office to withdraw. An official withdrawal entitles the student to a grade of "W" in the class. Students may not withdraw from a class to avoid a failing grade as a result of a violation of the Academic Dishonesty/Integrity Policy.

Other Information from your Professor

This syllabus is subject to change.

Department Contact Information

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