



COMM. 2324 – Practicum in Electronic Media (Hybrid)

Course Syllabus: Spring 2025

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

Instructor: Mandy Smith

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	1:30-4:30	1:30-4:30	1:30-3:30	1:30-4:30		Email anytime

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description:

3 credit hours.

Lecture and laboratory instruction and participation. (Students will attend one hour of lecture per week and three hours of lab per week, which includes outside field work.)

Prerequisite(s): COMM 2311

Student Learning Outcomes:

Upon successful completion of this course, students will:

1. Be able to produce written rough and final drafts for digital and print publications
2. Understand question development and interviewing techniques
3. Gain an understanding of the layout process for digital and print publications
4. Gain knowledge of the different types of photography used in digital and print media
5. Gain an understanding of the editing and revision process for digital and print media
6. Gain knowledge of the process used to develop and post social media content

Evaluation/Grading Policy:

Your assignments will be evaluated using the following point values:

Social media assignments	20%
Photography assignments	10%
Question Development sessions	10%
Newspaper page editing assignments	20%
Eagle News Media editing, writing and layout assignments	40%
Total	100%

Assignments will be graded within two weeks of receipt or before your next assignment is due.

Required Instructional Materials:

Harrower, Tim. *Inside Reporting: A Practical Guide to the Craft of Journalism (3rd Edition)*

Publisher: Boston: McGraw-Hill:2013

ISBN Number: 13:978-0-07-337891-6

Optional Instructional Materials:

A variety of online and print media articles and layout designs will also be assigned for this course.

Minimum Technology Requirements:

You will need access to a computer to complete the writing assignments for this class. You will also have access to the computers and layout software in the journalism lab.

Required Computer Literacy Skills:

Blackboard Learning Management System, Microsoft Word processing, average email usage

Course Structure and Overview:

The goal of this hybrid course is to help students develop a variety of skills needed for working in the field of journalism including interviewing, reporting, writing, editing, social media posting, and page layout. Students should acquire and apply these techniques to a number of digital and print journalism writing, editing, photography, and layout assignments. Students will be expected to attend class one day a week for one hour of lecture time and three hours of lab, which includes field work.

ASSIGNMENTS:

Conscientious and timely completion of assignments is essential for success in this communication course.

Writing Assignments:

During the semester, you are required to complete a variety of news writing assignments that will be graded for the class and could receive publication in The Eagle newspaper and/or on the newspaper website. Your articles will be submitted through rough draft and final draft assignments in Blackboard. If your story is used for the newspaper, you will also be expected to submit your story to The Eagle drive in Google.

Please follow these instructions when writing your articles:

- Writing assignments must be typed in 12 pt. Times font.
- Double-space and no indent.
- News writing assignments vary in length according to the type of article assigned. Length of stories will be discussed with the instructor when the assignment is given.
- Pay attention to spelling, grammar and punctuation. Articles will be written using AP style.
- Deadlines for all writing assignment will be assigned during class or lab time.
- Submit your papers to through Blackboard assignments.
- **Professional journalism depends on deadlines. Therefore, you will be expected to meet all writing assignment deadlines or lose points toward your final grade. Writing assignments, including rough drafts, must be submitted on the due date in order to receive full credit.**

Reading Assignments:

Students are expected to read any assigned reading before coming to class. Students may be asked to respond to readings by writing in class or during class discussions. Failure to read and respond effectively to the reading assignments will affect your grade in the course.

Communications:

Office hours are listed on the top of the front page of this syllabus. I have also listed my cell phone. I do accept calls and text messages on my cell. Emails will be answered within 24 hours. Please note that NTCC email is the official form of communication used by the college.

Institutional/Course Policy:

To complete this course successfully, you should do the following:

- Read all of the textbook assignments

- Participate actively and meaningfully in all group discussions
- Prepare and submit all writing assignments on time
- Attend class regularly

Please try to make it to class on time. Many times we begin writing and reading assignments at the start of class; if you're late you will not be able to make up those assignments. Please don't engage in casual conversations during our lecture, discussion and group times or while we're working on other assignments. I reserve the right to act as necessary to maintain a productive class environment, including asking disruptive students to leave, and in extreme circumstances, dropping chronic disruptors from my course. I will not tolerate uncivil behavior toward other class members during class discussions. Uncivil behavior includes interrupting others while they have the floor, rude responses to the ideas expressed by others, and the use of racial, ethnic, sexual, gender, or religious slurs.

Attendance policy:

Attendance will be taken either orally or by a sign-in sheet. If you come to class late, it is your responsibility to make sure that the instructor counts you in attendance for that day. **Students who miss more than five class periods will be subject to failure in this course.**

Course Evaluations:

Toward the end of the course you will be asked to complete an online course evaluation. Students are encouraged to fill out an online evaluation for each of their courses. This will be your opportunity to share important feedback on each of the courses you take at NTCC and the faculty member who teaches the class. Please watch for info about the evaluation on your NTCC email account and make sure you participate in evaluating your experiences in the classroom.

Withdrawal policy:

It is your responsibility to drop or withdraw from a course. Failure to do so could result in receiving a failing grade for the course.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

Statement Regarding the Use of Artificial Intelligence (AI) Technology:

Absent a clear statement from a course instructor, use of or consultation with generative AI shall be treated analogously to assistance from another person (collusion). Generative AI is a subset of AI that utilizes machine learning models to create new, original content, such as images, text, or music, based on patterns and structures learned from existing data (Cornell, Center for Teaching Innovation). Unauthorized use of generative AI tools to complete an assignment or exam is not permitted. Students should acknowledge the use of generative AI and default to disclosing such assistance when in doubt. Individual course instructors may set their own policies regulating the use of generative AI tools in their courses, including allowing or disallowing some or all uses of such tools. Students who are unsure of policies regarding generative AI tools are encouraged to ask their instructors for clarification. **(Adapted from the Stanford University Office of Community Standards-- accessed August 31, 2023)**

Additional Information on the Use of Artificial Intelligence (AI) in this course:

All work submitted in this course is expected to be original work for this particular class. Any previously written work, either by the student or another source, will either be considered ineligible for course credit or a percentage of the grade will be heavily deducted.

This does include the use of any artificial intelligence (AI) programs including ChatGPT. I use Turnitin's AI detector to check for AI usage for essay assignments in this course. The grade will be affected on any writing assignment that is detected with more than 20 percent AI generated material, and based on the percentage of usage, could receive a zero.

So, my advice is to please avoid the temptation to use AI generated work in any of your written assignment.

Eagle Assist:

At Northeast Texas Community College, we understand that students often need support that extends beyond the classroom. "Eagle Assist" is the place to start when looking for that type of assistance. Our support system is here to help you succeed in both your academic and personal growth. www.ntcc.edu/eagleassist

Services provided:

- [Mental Health Counseling](#)
- [Classroom Accommodations](#)
- [NTCC Care Center Food & Hygiene Closet](#)
- [Financial Literacy](#)
- [Students with Children](#)
- [Emergency Aid](#)
- [Tutoring](#)

Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, mental health, alcohol or other drugs, identities, finances, etc.

[Mental Health Counseling Services](#) are available on campus- in person and online - to all NTCC students at no cost. If you are experiencing concerns, seeking help is a courageous thing to do. You can also contact us directly at counseling-center@ntcc.edu.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and

guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Timeline (*note* instructor reserves the right to make adjustments to this timeline at any point in the term):

**Academic Cooperative – COMM 2324
Assignment Calendar Spring 2025**

- Week 1** Welcome to the class introduction writing assignment
Course and Syllabus review
Social media postings submitted for editing

- Week 2** Article assigned in class
Assist students as they brainstorm and develop interview questions for articles
Social media postings submitted for editing

- Week 3** Submit rough draft of newspaper article assignments
Edit articles for online submission
Final drafts of newspaper article assignments submitted
Social media postings submitted for editing

- Week 4** **Eagle and/or Eagle Express Newsletter goes online**
Social media postings submitted for editing

- Week 5** Newspaper article assignments assigned
Assist students as they brainstorm and develop interview questions for articles

- Week 6** Submit rough draft of newspaper article assignments
Edit articles
Social media postings submitted for editing

- Week 7** Final drafts of newspaper articles submitted
Eagle and/or Eagle Express Newsletter goes online

Week 8 Edit newspaper pages for publication
Social media postings submitted for editing

Spring Break

Week 9 Continue editing newspaper pages for publication
Receive newspaper article writing assignment
Brainstorm and develop interview questions for article
Social media postings submitted for editing

Week 10 **Eagle and/or Eagle Express Newsletter goes online (or print)**

Week 11 Rough draft of newspaper articles submitted
Edit articles
Social media postings submitted for editing

Week 12 Final draft of articles submitted

Week 13 Social media postings submitted for editing

Week 14 Additional stories submitted for editing

Week 15 **Eagle and/or Eagle Express Newsletter goes online**

Week 16 **Submit final portfolio in class**