

JOUR 3420-002 (31932)
Spring 2013

Public Relations Writing
Room 111, General Academic Building
Tuesday/Thursday, 9:30 a.m.–10:50 a.m.

Instructor: Koji Fuse, Ph.D.
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Office phone: 940-369-8083
Email: kfuse@unt.edu (Always use Blackboard Messages for this class.)
Office hours: Tuesday, 11 a.m.–noon; Thursday, 4 p.m.–6 p.m.; or
by appointment
Website: Blackboard Learn for JOUR 3420-002
Teaching assistant: Christian McPhate
Email: Blackboard Messages

Overview:

As the first writing-intensive course in the public relations sequence, JOUR 3420 is designed to help students develop the professional-level thinking and writing skills expected of beginning public relations practitioners. It emphasizes different approaches required for particular communication objectives, publics and media. In addition, students will organize their coursework in their PRoToolKit.

It is important for you to cultivate “proactive” attitudes required of a true professional who does not make excuses. Many assignments are given on tight deadlines to train you to become an efficient and effective public relations practitioner.

By the end of this course, you should be able to:

1. Apply reasoning, theory and creativity to the message-medium-public strategy;
2. Write clear, concise copy that is accurate, mechanically correct and logically organized;
3. Find and use reliable sources of information;
4. Communicate a message through different media in different formats; and
5. Work proactively to complete your task under deadline pressure.

Prerequisites:

Journalism major or minor status. **Additionally, students must complete JOUR 3321 before enrollment in this course.**

Course Structure:

This course consists of lecture, discussion and exercises. You must keep up with readings, turn in all assignments on time and actively participate in class discussion. Visit Blackboard Learn daily. **To create an active learning environment, I assume that you have read the assigned materials before coming to class, and I will ask you specific questions.** As expected in a professional environment, deadlines are strictly observed. You will have three exams, 12 written assignments, one external-publication requirement, PRoToolKit and in-class exercises. Your final grade is based on a total score of 1,000 possible points. The breakdown of the total possible score is as follows:

Exams (300 points)

Grammar & AP style exam:	100 points
Midterm exam:	100 points
Final exam:	100 points

Written assignments (500 points)

Memo:	30 points
Design:	30 points
(client logo, letterhead, business envelope and business card)	
Letter:	30 points
Feature story:	50 points
Query letter:	30 points
Backgrounder:	50 points
Position paper:	50 points
Fact sheet:	40 points
Print news release:	50 points
PSA:	30 points
Multimedia news release:	30 points
Media advisory:	30 points
Publication:	50 points

PRoToolKit (100 points)

Participation (100 points)

In-class exercises:	100 points
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Readings:

(Required) Wilcox, Dennis L., and Bryan H. Reber. *Public Relations Writing and Media Techniques*. 7th ed. Boston: Pearson, 2013. (Abbr. WR)

(Required) Kessler, Lauren, and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*. 8th ed. Boston: Wadsworth, 2012. (Abbr. KM)

(Required) Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. 3rd ed. Berkeley, CA: Peachpit Press, 2008. (Abbr. RW)

(Required) Christian, Darrell, Sally Jacobsen, and David Minthorn, eds. *The Associated Press Stylebook and Briefing on Media Law*. 47th ed. New York: Associated Press, 2012.

Note: Do not sell your textbooks. You will use the same textbooks in JOUR 4460. The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Course Schedule (subject to change at the instructor's discretion; complete ► by this day):

Jan. 15 Introduction to Class; Discussion of Written Assignments.

Jan. 17 Public Relations Writing and Research (WR Chapter 1).
Personal Information Sheet and Résumé / Blackboard Self-Introduction due.

Jan. 22 Grammar/Style (KM Chapters 1–6).
► Meet your potential client(s) and go over all the requirements together.

- Jan. 24** Grammar/Style (KM Chapters 7–11, Part 2), *continued*.
► Get Blackboard approval on your client organization(s).
- Jan. 29** E-mails, Memos, Letters and Proposals (WR Chapter 14).
- Jan. 31** E-mails, Memos, Letters and Proposals (WR Chapter 14), *continued*.
► Submit the original signed client agreement letter in class.
- Feb. 5** Publicity Photos and Message Design Concepts (WR Chapter 8; RW).
Assignment: Memo due; ► Start interviewing people for your feature story.
- Feb. 7** Strategic Planning.
- Feb. 12** Theories of Persuasion (WR Chapter 2).
Assignment: Design and Letter due.
- Feb. 14** Theories of Persuasion (WR Chapter 2), *continued*.
- Feb. 19** Feature Stories (WR Chapter 7).
► Fix your design materials.
- Feb. 21** Feature Stories (WR Chapter 7), *continued*.
- Feb. 26** Media Pitches (WR Pages 154–164 of Chapter 6).
Assignment: Feature Story with a Photo due; ► Start backgrounder research.
- Feb. 28** Backgrounders and Position Papers.
 Note: Read the “Reading_BG_PP” file in the Module 08 folder.
► Get Blackboard approval on media outlets.
- March 5** Backgrounders and Position Papers, *continued*; Brief Review for Midterm Exam.
Assignment: Query Letter with a List of Three Print Media Outlets due;
► Start researching a special event.
- March 7** *Midterm Exam (Chapters 1, 2, 7, 8 and 14; message design concepts; backgrounders and position papers; everything covered in class).*
- March 12** *Spring Break. No Class!*
- March 14** *Spring Break. No Class!*
- March 19** Fact Sheets, Media Advisories, etc. (WR Pages 142–153 of Chapter 6).
► Fix your feature.
- March 21** Fact Sheets, Media Advisories, etc. (WR Pages 142–153 of Chapter 6), *continued*.
Assignment: Backgrounder due.
- March 26** Finding and Creating News (WR Chapters 3).
- March 28** Print News Releases (WR Chapter 5).
Assignment: Fact Sheet due; ► Start pitching your feature to a media outlet.
- April 2** Print News Releases (WR Chapter 5), *continued*.
- April 4** Broadcast News (WR Chapter 9).
Assignment: Print News Release due.
- April 9** Broadcast News (WR Chapter 9), *continued*; Brief Review on Grammar / AP Style.
Assignment: Position Paper due.
- April 11** *Grammar & AP Style Exam.*

- April 16** Writing for the Internet (WR Chapter 12).
Assignment: PSA due.
- April 18** Writing for the Internet (WR Chapter 12), *continued*.
Assignment: Media Advisory due.
- April 23** Working with Journalists and Bloggers (WR Chapter 4).
Assignment: Multimedia News Release due; ► Start working on PProToolKit.
- April 25** Ethics and Law in Public Relations (WR Chapter 11).
Note: Read the PRSA Member Code of Ethics 2000 in the Module 17 folder.
- April 30** Ethics and Law in Public Relations (WR Chapter 11), *continued*.
- May 2** Summary of Semester. Brief Review for Final Exam.
Assignment: PProToolKit with Publication due.
- May 7** *Final Exam (Chapters 3, 4, 5, 6, 9, 11 and 12; everything covered in class) at 8 a.m. More details later.*

Attendance, Preparation and Participation:

I take attendance for record-keeping purposes. Although I strongly encourage you to attend every class, I assign no penalty or credit to your attendance. The rule of thumb is up to three absences, whether excused or not. Those who skip class more than three times will not receive special assistance or consideration they do not deserve. **If you must miss or missed a class because of an “unforeseeable” circumstance (i.e., serious illness, family emergency) or a valid time conflict (i.e., an academic conference, religious observance), submit third-party documentation within a week after an absence occurs.** Printer malfunctions, arrests for traffic warrants, difficulties in finding library materials, etc. are not “unforeseeable.” Take full responsibility for your class attendance and learning. When you attend class, you must sign the attendance sheet yourself; having someone sign your name is a form of academic dishonesty. Because attendance is solely up to you, do not distract class by showing up late, disappearing early or surfing the Net. **All mobile and electronic devices are prohibited in class.** Remember the following: First, the more classes you skip, the less education you receive and the worse grades you may earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, avoid “passive learning” — sleeping comfortably, sitting leisurely at the back, leaving the classroom for a long time or many times, playing with a cellphone or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation, which will affect your overall performance.

Exams:

All exams are closed-book, closed-notes exams. **Once the exam starts, no one can leave the room without finishing it.** Latecomers cannot take the exam after the first person finishes it and exits the room. Except for valid excuses specified in the “Attendance, Preparation and Participation” section, you should assume no make-up is available. Also, if you have a valid time conflict, you must make an arrangement with me in advance to take the exam before the scheduled exam time. Bring a couple of pencils and your student ID to the exam. Do not sit next to each other. Put everything in your bag under the table before the exam starts.

1. Grammar & AP style exam. You will have 50 grammar, spelling and AP style questions. However much or little English grammar and AP style you learned in other journalism courses, it is time for you to get serious about becoming a professional writer. Although most students find this exam extremely difficult, questions are very basic. You must start reading the AP Stylebook and “When Words Collide” now and even memorizing some important rules.

2. Midterm and final exams. Each exam has 50 multiple-choice and true-false questions. In addition to the textbooks, the exams will cover everything discussed in class.

Written Assignments:

For all assignments, apply 12-point Times New Roman unless otherwise specified. The deadline is the beginning of class when I collect an assignment. You are not allowed to use a classroom printer to print out your assignment. **Before class starts, you must (1) first prepare a hard copy of your assignment with a separate reference list attached to it and (2) then eliminate all self-identifying information, save the file under a different name and submit it through Blackboard Turnitin. Failing to prepare hard copy, attach a reference list or make complete citations will cost you one letter grade; failing to use Turnitin before I grade your work will earn you zero (0) points.** No email submission is allowed. Late assignments will drop one letter grade for each day. In the event of a university closure caused by inclement weather or other emergencies, you must still submit all assignments on time via Turnitin. Bring hard copy to the next class meeting. Exceptions are the same as specified in the “Attendance, Preparation and Participation” section. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given beyond that time limit.

You will be held to high professional standards in your writing as follows:

- (1) Content and message appeals (50 percent of any written assignment): Your work will be evaluated for organization of thought, factual accuracy, strength of message, inclusion of the human element, persuasiveness, originality, and other content issues relevant to each assignment. **All page requirements refer to “full pages.”** Points to be deducted will vary depending on how significant a given error is.
- (2) Grammar, style and format (50 percent of any written assignment): You must always look at the AP Stylebook and “When Words Collide.” Your work will be graded carefully for writing mechanics. For example:
 - Each misspelling, typographical error, misuse of punctuation, improper word use or AP style error will cost one point.
 - One misspelling of a proper name will deduct one letter grade.
 - Other areas of concern will include improper heading format, use of difficult, unusual, big or dead words, awkward phrases, long paragraphs or sentences, sentence fragments, general sloppiness or lack of professionalism. Points to be deducted will vary depending on how significant a given error is.
- (3) Originality: Your work must reflect your original ideas and existing facts. No form of academic dishonesty is tolerated. An example of plagiarism is a feature story with minor modifications on a single news story available on the Web. **Always research more than enough and use multiple sources to discover your own ideas and story angle.** In addition, using long or many quotes is not acceptable in this course. Rewrite and paraphrase to create your own material.

- (4) “Credit”: If your work contains too many errors, you will receive only credit. That is, you have earned an F or 50 percent of the total possible score for the assignment.

Research Sources and Reference List

Do not depend solely on Internet research, such as Google search. You must also use library resources and read academic journal articles and books. Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR). The more reliable sources you use, the higher-quality information you can cull, which will most likely satisfy your client and result in a better grade. Answers.com, Ask Yahoo!, Quora, Wikipedia and all similar, unverified, user-generated sites are not acceptable research sources although they are often good places to start looking for ideas. **For each assignment, attach a cumulative reference list to demonstrate your originality and constant research indicated by the increasing number of sources across the semester. Include endnotes for your backgrounder and position paper.** Remember that no public relations practitioners attach a separate reference list to most public relations materials they produce in the real world. When an accusation of defamation or fabrication emerges, however, you should be able to provide documentation. **Therefore, you must attach a cumulative reference list to each assignment in this course.** Follow either the Modern Language Association (MLA) style or the American Psychological Association (APA) style for the reference list and in-text citations.

Choosing a Client

Choose a nonprofit organization with the 501(c)(3) designation that is local or has a local branch. You should choose an organization for which you want to intern or work in the future. Google to find a nonprofit. **You must not choose any of the following organizations as your client:**

- Well-known organizations (e.g., American Heart Association, Susan G. Komen for the Cure, MADD)
- Campus groups or organizations (e.g., sororities, fraternities)
- Organizations in which you have ever worked in any way, of which you have ever been a member, or for which you have ever done any other coursework
- Churches or faith-based organizations
- Bars, restaurants and music bands
- Organizations already taken by your classmates posted on Blackboard Discussions
- Organizations listed on Blackboard, which past students took as their clients

After meeting your potential client(s), seek my approval on your choice(s) by posting a message on Blackboard Discussions. You cannot change the organization once you choose it; you must continue to research and work on the organization for the remaining written assignments this semester and during the first half of JOUR 4460. **Take sufficient time to conduct thorough research, think deeply and see if the organization is appropriate for all written assignments. Once I approve your client, make copies of the signed client agreement letter — one for your client and the other for you — and submit the original to me. Do not forget to attach your client’s business card to it. I will not accept a faxed letter.**

1. Memo (one page maximum; single-spaced). After you meet your client, write a memo addressed to me, the CEO of UNT Public Relations. Assume that you are an account executive, and you work for me. The goal of your memo is to obtain my approval on your choice of client. Discuss what the client organization does, why you think it is a good organization to work with (e.g., a special event, an issue, a candidate for a profile, enough materials, friendly staff), what has made you interested in it, how you contacted people in the organization, how your primary

contact person reacted to your request, and how you got permission to write about them. Also give me brief information about your primary contact.

2. Design. Apply design principles to create a new client logo, letterhead, business envelope and business card. The letterhead is a template you will continue to use throughout the semester. Podcasts that explain how to use design tools are also available in the Mac Lab.

3. Letter (one page maximum; single-spaced). Write a letter to a public relations professional of your client organization to explain at least three design principles incorporated into the new logo you have created and try to persuade the organization to adopt it.

4. Feature story (five pages minimum; double-spaced). Write a personality profile related to your client. A photo will be for extra credit (five points), but if done well, it will increase your chance of getting the story published.

5. Query letter (one page maximum; single-spaced) with a list of three print media outlets. Research and identify three print media outlets, discuss why they are appropriate for your personality profile, obtain my approval on them and find a journalist who has been covering news related to your organization. Write a query letter to promote your feature story.

6. Backgrounder (six pages minimum; double-spaced). Look for and research an issue your client has been dealing with. Write a backgrounder about the issue.

7. Position paper (four pages minimum; double-spaced). Take a stand on the issue you have identified above. Write a position paper to support your client's position on the issue.

8. Fact sheet (two pages minimum; single-spaced). Write an event fact sheet for your client. If the client has no upcoming events or has severely limited information about any of the future events, you can choose a past event that happened very recently. Adjust the date of sending your fact sheet, not the event date, accordingly.

9. Print news release (two pages minimum; double-spaced). Research your client's special event and write a print news release about it.

10. PSA (60 seconds, 30 seconds and 15 seconds; double-spaced). Apply the broadcast writing format and style to PSAs about the issue your client organization has been dealing with.

11. Multimedia news release (one page maximum; single-spaced). Apply the multimedia news release format and style to the special-event print news release you have written. You must embed appropriate links and images and include social media messaging.

12. Media advisory (one page maximum; single-spaced). Alert media to the special event you have been writing about. Consider why they should send staff to cover the event and what photo, video or interview opportunities are available to them.

13. External publication. You must obtain four approvals before contacting any media outlet: (1) instructor approval on your revised personality profile, (2) instructor approval on media outlets, (3) client approval on your revised personality profile and (4) client approval on media outlets. You must publish a personality profile with your byline in the approved print-media outlet. Complete this assignment by the time you turn in your PRoToolKit. However, show me your work as soon as you get it published. Because the NT Daily is also considered acceptable, "promises" or "effort" will not count at all. Only legitimate print publications that have an established editorial process will be accepted; online blogs and news that apply no specific editorial process will not be accepted.

PRoToolKit:

Why throw away everything once you graduate from college? Because no one can recall all the detail about a particular topic, it will be helpful to have your own reference book. The objective of PRoToolKit is to get you started in compiling your professional resource guide, which also includes your writing and design samples — both coursework and professional work.

Organize your materials by subject, such as fact sheets, backgrounders, position papers, print news releases, media pitch, grammar and AP style, etc.

Your PRoToolKit must include the following:

- Table of contents
- Updated résumé
- Clean, error-free copies of your work produced in this class
- Examples — available on Blackboard and on the Web — of memos, letters, designs, features, query/pitch letters, backgrounders, position papers, fact sheets, print news releases, PSAs, multimedia news releases, media advisories, and other collateral materials; copies of parts of your textbook; and annotation or summary attached to each example to explain what’s right and what’s wrong
- Reprints/copies/summaries of pertinent industry articles, their complete source citations, and your summaries of the articles
- Word-processed class notes, including non-writing PR topics (e.g., basics of PR, strategic planning, grammar and AP style, social media PR) and all PR materials, and additional notes (for extra credit of up to 20 points)
- Any other elements (e.g., professional writing samples) that demonstrate your skills

Prepare a three-inch, three-ring binder with tabbed dividers now. Use plastic sheet protectors to include items you do not want to or cannot punch three holes on; class assignments that are “cleaned up” and portfolio-ready are also easily stored this way.

In-Class Exercises:

You will have at least 11 unannounced exercises at the beginning, middle or end of the class, the lowest score of which will be dropped. **Therefore, no makeup will be offered for whatever reason.**

Grading:

90 percent or higher of total possible points:	A
80 percent–lower than 90 percent:	B
70 percent–lower than 80 percent:	C
60 percent–lower than 70 percent:	D
Lower than 60 percent:	F

Basic Course Policy:

This is a course in a professional field, and you are expected to accept and abide by the dictates of professionalism in the workplace. You must follow rules regarding deadlines and attendance. The sheer volume of assignments you must complete and submit on or before their due dates is overwhelming, so work on them proactively. **Get things right the first time by always checking the AP Stylebook and “When Words Collide” because as in the professional**

world, you will not have an opportunity to rewrite your work after the deadline. It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous note-taking, active class participation, proactive professional attitudes and timely submission of assignments. **Keep in mind that no study guide is available; I will only provide a very brief review for each exam.**

In addition, you are not the only person enrolled in this class. Even a small noise you make will negatively affect its learning environment. **Furthermore, you are allowed to neither bring your laptop to class nor use a lab computer during class unless you are told to; surfing the Net or checking your email during class is reprehensible.** Also, drinks and food are strictly prohibited in the classroom. I expect you to behave as a responsible adult in class. Therefore, if you continually cause distractions (e.g., no participation, chitchat, frequently leaving the room or disappearing during class, disturbances such as smartphones, beepers and computers), I will remove you from class.

Finally, consider various options discussed at <http://www.unt.edu/transit/> to save on fuel costs.

Journalism Course Registration:

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live "first come, first served" program; thus, we are unable to maintain the traditional waiting list as was done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an adviser.
3. A journalism major enrolled in any restricted 3000- and 4000-level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680, and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Retaking Failed Courses:

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation:

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. Although you may request accommodations at any time, ODA notices of accommodation should be provided as early as possible in the semester to

avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. **Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.** For additional information, see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940-565-4323.

SETE:

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You're a critical part of our growth and success. We look forward to your input through SETE.

Academic Honesty

When you submit work for this class, you are making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class or outlet. Plagiarism, fabrication, copyright infringement and similar uses of other people's work and ideas are unacceptable and in most instances illegal.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of seven to 10 words in a row, copied from another source, as plagiarism, and I consider a string of seven or more words as such. Be sure to include citations when using other people's writing because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world. Saying "I didn't know that," "He copied my work" or "Others also plagiarized" will not save you, and the consequences of academic misconduct will be grave. Read through the "Categories of Academic Dishonesty" on Pages 3–4 of UNT Policy No. 18.1.16.¹ **All assignments in this class are to be submitted via Turnitin. I allow no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions.** In this class, if you use a string of seven or more consecutive words, you must use quotation marks and refer to the original source. Avoid using extensive or too many quotes, which indicate the lack of your effort and originality and thus lower your grade. This is a writing course, not a copy-paste-attribute course.

Mayborn School of Journalism Academic Integrity (Cheating) Policy:

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind — including plagiarism and fabrication — is incongruent with all areas of journalism. The school's policy aligns with UNT Policy No. 18.1.16 (Student Standards of Academic Integrity) and requires reporting any act of academic dishonesty to the Office for Academic Integrity for

¹ UNT Policy Manual, Volume III, http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf.

investigation. Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity.² If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

First Class Day Attendance

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

² Academic Integrity, <http://vpaa.unt.edu/academic-integrity.htm>.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective Sept. 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here because it certifies that the school and the graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3420, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- 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 basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

Jan. 18, 2010