



JOUR 499: Journalism for Mobile and Emerging
Platforms
2.0 Units
Fall 2015—Mondays, 1:00 – 2:40 p.m. with additional
sessions
Section: 21453D (15-week class)
Location: TBD and Annenberg Media Center

Instructor: Amara Aguilar & Rebecca Haggerty
Office: ANN 310E/ ANN 201C
Office Hours: Tuesdays/Wednesdays 1:10 p.m. - 2:40
p.m. and by arrangement
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I. Course Description

This course will focus on creating video, audio and graphic news and information for both current and emerging mobile, non-broadcast and emerging platforms. The class will be structured as a lab course and will focus on how journalists can innovate and experiment in these arenas, which are increasingly important in the media landscape. The bulk of the assignments will consist of creating quality journalism content created specifically for well-established outlets such as Facebook, Twitter, YouTube, Instagram, and Tumblr, while also exploring less well-known channels including Snapchat, Yo, WeChat, and wearable technology such as the Apple Watch. Many assignments will be created and distributed in conjunction with the Annenberg Media Center.

Students will learn how to use technology—such as apps, tablets, phones and laptops—to collect, edit and distribute news and information across this wide variety of established and emerging channels.

The course will also teach students how to engage audiences - from creating social media videos to communicating with readers via chat apps or push notifications. The class also covers ethical considerations and future technical trends.

A mobile device or tablet device with a camera such as the iPhone 6 or Samsung Galaxy S6, will be used as the primary content gathering device in the class. The device, its apps (shooting, editing and special purpose) and additional equipment are also major topics addressed during the course. In addition to photo and video apps, a variety of apps will be utilized for this class (including but not limited to augmented reality, live coverage events, etc.)

II. Overall Learning Objectives and Assessment

- Students will learn and practice the skills to create quality journalism content for

mobile and emerging platforms.

- Students will learn how to use video, audio and graphic elements to create news and information for the web, social media and mobile devices.
- Students will be able to demonstrate how to produce and distribute news content for mobile/tablet/emerging platforms.
- Students will demonstrate the ability to work as a journalist with industry-standard mobile gear to enhance and tell compelling stories using a variety of mobile apps and techniques.
- Students will understand mobile technology, ethical codes of professional journalists, and legal issues involved in mobile journalism.

III. Description of Assignments

In addition to the concepts above and those covered in lectures and readings, assignments will be graded on accuracy, grammar, spelling, AP style, clarity, deadlines, conciseness, structure, proper punctuation, quality of interviews/reporting and use of quotes (if applicable), use/number/quality of sources, attribution, research, objectivity, etc. You must abide by the Society of Professional Journalists Code of Ethics (<http://www.spj.org/ethicscode.asp>), NPPA (<https://nppa.org/ethics>), and the RTNDA Code of Ethics (http://www.rtdna.org/content/rtdna_code_of_ethics#.VTNMjltAwUU). Grading will be based on the quality of work and participation in the lab. Criteria for grading also includes quality of audio, storytelling, accuracy, technical quality. Grading will also be based on meeting deadlines. Late work is not accepted in this class. For story assignments, publishable work will receive an A. Stories with minor errors will receive a B. Stories with several errors will receive a C. Stories with many errors will receive a D. Any assignment with a Gross Factual Error (GFE, such as a name misspelling or incorrect fact) will receive an F.

IV. Grading Breakdown

Field Assignments (10 field assignments)	40%
Media Center contributions	40%
Class presentations	10%
Class participation	10%
TOTAL	=100%

Grading: Grading is computed on a point basis and your final grade is determined by percentage. The following percentages represent the final grades shown:

A is 94% and higher. A- is 90% and less than 94%.

B+ is 87% and less than 90%. B is 84% and less than 87%. B- is 80% and less than 84%.

C+ is 77% and less than 80%. C is 74% and less than 77%. C- is 70% and less than 74%.

D+ is 67% and less than 70%. D is 64% and less than 67%. D- is 60% and less than 64%.

F is 0% and less than 60%.

V. Assignment Submission Policy

A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.

B. Assignments must be submitted via Blackboard unless otherwise indicated

by your instructor.

C. Assignments are due before the start of class on the date indicated unless otherwise indicated by your instructor.

VI. Required Readings and Supplementary Materials

Required Texts:

Mobile First; Author: Luke Wroblewski; ISBN: 978-1-937557-02-7; Copyright 2011

Video Journalism: Multimedia Storytelling; Author: Kobre
ISBN: 9780240814650; Copyright Year: 2012; Publisher: Focal Press

Mobile Reporting Guide; Author: Richard Koci Hernandez and others;
Free at: <http://mobilereportingguide.com>

Resources: Helpful websites.

Kobre Guide: <http://kobreguide.com>

Mobile Reporting Guide: <http://mobilereportingguide.com>

Media Shift: <http://www.pbs.org/mediashift/>

Journalist's Toolbox: <http://www.journaliststoolbox.org/archive/mobile-journalism/>

Media Storm: mediastorm.com

NPPA: <https://nppa.org>

SPJ: <http://www.spj.org>

VII. Laptop Policy

Effective fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg [Virtual Commons](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

VIII. Course Schedule and Due Dates

Week 1

Syllabus, Intros, Lab Rules, Ethics, Journalism and Social media responsibilities. Basic Mobile Device, camera handling and application techniques, Publishing to Social Media. (Assigned Reading: Kobre Chapter 1 and 2; Hernandez Section 2 Apps; Wroblewski Part 1: Growth) Best practices in social media Assignments: Student must come prepared with an idea for a semester-long project designed for social media. Examples might include a 60-second "story of the day" posted directly to Facebook; a themed series on Instagram, a Snapchat story series, or a weekly video podcast.

In-class assignments:

Creating semester-long projects designed for social media. Students will choose one or more projects as a primary outlet for the semester. Students may also choose to rotate among multiple projects.

GUEST SPEAKER: tba

Week 2

Setting up your blog/using social media; Interviewing for multimedia and web videos; Audio capture handling techniques, mobile equipment and apps.

**FIELD ASSIGNMENT 1: Audio assignment; Audio editing. (Assigned Kobre: Chapter 3; Hernandez Section 3 Gear; Wroblewski Part 1: Constraints)
Assignments Development, beta-test and analysis of projects
Guest speaker tba**

Week 3

**Advanced mobile device, camera handling and application techniques. Looking at experimental visual possibilities (Vine, Hyperlapse, etc.)
(Assigned Kobre: Chapter 4, 5 and 8, 9; Wroblewski Part 1: Capabilities)**

**FIELD ASSIGNMENT 2: Experimental visual journalism assignment. Students will use a recently released visual journalism app to tell a visual story using their mobile devices.
MC Assignment #1 : Create content for designated Media Center project
Guest speakers tba**

Week 4

**Finding an audience – analytics, and engagement
MC Assignment #2: Set-up and analysis of analytics of student projects
Guest speaker tba**

Week 5

**Web video #1
What is web video anyway? Creating mobile-friendly video stories (Assigned Reading: Kobre Chapter 6 and 7; Wroblewski Part 2: Organization)**

FIELD ASSIGNMENT 3: Students will work in teams on deadline to create a video specifically for social media utilizing their mobile device and recently released apps.

MC Assignment #3: Contribute to Media Center project

Week 6

**Web video #2
Using video with text and graphics . Advanced editing. Distributing video via multiple platforms . Review assignments
MC Assignment #4: Contribute to Media Center project**

Week 7

Livestreaming techniques with mobile device. Periscope and Meerkat. Selfie standups, Vine and other types of video journalism. (Assigned Reading: Kobre Chapter 10 and 11; Wroblewski Part 2: Actions)

FIELD ASSIGNMENT 4: Students will produce a live streamed selfie standup at a news event for social media using their mobile device and recently released apps and distribute via MC platform.

In-class: video story and livestream critique

Week 8

Interviewing – live, taped, and via social media . Differences and similarities when using mobile and emerging platforms

FIELD ASSIGNMENT 5: Interviewing in the field using mobile device and recently released app. Interviewing techniques will be specifically for selected social media platforms, such as SnapChat or WeChat.

MC Assignment #5: Contribute to Media Center project

Week 9

Podcasting: video and audio podcasting – techniques and best practices; story-telling
Guest speaker tba

FIELD ASSIGNMENT 6: Students will produce an interactive video newscast using the iPad app Screencast.

MC Assignment #6: Contribute to Media Center project

Week 10

Audience engagement – tapping into existing communities and creating new ones
Guest speaker tba

FIELD ASSIGNMENT 7: Students will create social media content using push notifications such as "Yo."

MC Assignment #7: Contribute to Media Center project

Week 11

Chat apps - Differences and similarities of chat apps used for journalistic purposes.
Audience engagement and practical aspects will be discussed for utilizing apps such as SnapChat, YikYak, What's App and others.

FIELD ASSIGNMENT 8: Students will create a story using SnapChat Stories tool.

MC Assignment #8: Contribute to Media Center project

Week 12

More on emerging techniques, such as augmented reality apps, wearables, (Assigned Reading: Hernandez Section 2 Apps) (Assigned Reading: Kobre 12 and 13; Wroblewski Part 2: Inputs)

FIELD ASSIGNMENT 9: Students will shoot an event using a 360 camera for virtual reality playback for an MC platform.

Week 13

Ethical perils in the digital age. Using sources and social media in reporting. (Assigned Reading: Kobre Chapter 14 - 16; Wroblewski Part 2; Layout)

Guest speaker tba

MC Assignment #9: Contribute to Media Center project

Week 14

The cutting edge -

FIELD ASSIGNMENT 10: Students will create prototype news content for wearable device, such as the Apple Watch.

MC Assignment #10: Contribute to Media Center project

Guest speaker tba

Week 15

Final assessment - analysis of student projects and lessons learned over the course of the semester

Assignment: Students will work in teams to create a presentation featuring the best work of the semester

Week 16

Presentations

Important note to students: Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

IX. Policies and Procedures

A. Additional Policies

- Late work is not accepted in this course. Missed classes will affect your grade. Please be prompt to class. Assignments or exercises given in class may not be made up if you are late or absent. Please let me know in advance if possible if you have a family emergency or illness.
- Participation is part of your grade. Using technology for unrelated class activities should be avoided, as this will affect your participation grade. Use of your computers and digital devices is encouraged for this class when these tools are used for class assignments and projects.

- When e-mailing your instructor, please include the name of the course and your last name in the subject line.

B. Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

Presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism." All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Equity and Diversity

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <https://sarc.usc.edu/> describes reporting options and other resources.

Support with Scholarly Writing

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose

primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs

http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations.

Stress Management

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

Emergency Information

If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

C. About Your Instructors

Amara Aguilar: Amara Aguilar is an associate professor of professional practice in digital journalism at USC Annenberg. She previously was the journalism department chair and an assistant professor of journalism at Saddleback College in Mission Viejo, Calif., where she advised student news publications and led the journalism program's mobile and tablet initiatives. She continues to freelance as a designer (for print, web and mobile). She has written for the Los Angeles Times and was previously a designer and sports reporter for the Daily Pilot in Costa Mesa. Amara has her master's degree in communications from Cal State Fullerton. Her research in graduate school focused on blogging in journalism. She is also an Apple Certified Trainer for Final Cut Pro and loves all things tech

Rebecca Haggerty

Rebecca Haggerty is the associate director of Annenberg TV News and an award-winning broadcast and digital journalist.

Prior to joining USC fulltime in 2014, she was co-executive producer of the daily news program "SoCal Connected" on public television station KCET, which won two Los Angeles-area Emmys for "Best Informational and Public Affairs Series." She was also producer and senior web editor for "Worldfocus," a daily international newscast produced by public television station WNET in New York City. She served as a consulting editor on Manhattan local news startup "DNAinfo.com," named among the "hottest journalism startups" by Business Insider.

Haggerty spent ten years at NBC News as a producer at the newsmagazine "Dateline NBC" and has also produced, edited and written documentaries for public and cable

television. She is the recipient of several journalism awards, including a national Emmy award, several national Emmy nominations, and citations from the Overseas Press Club Citation and the Society of Professional Journalists. In 2001, she was a Knight International Press Fellow in Eastern Europe.

She holds a master's degree from Columbia University's Graduate School of Journalism and a doctorate in education from the University of Southern California. Her doctoral dissertation focused on creativity and motivation in an international sample of high-achieving teenagers.

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