JOUR 499 Advanced Newsroom Practicum: Esports

Spring 2021 – Mondays – 6-7:40 p.m.
Section: 21371R
Location: Online

Instructor: Rishi Chadha
Office: TBD

Course Description

This course is designed to give students expertise in a specific domain, allow them to critically evaluate the existing news and information about that topic, and produce quality journalism within this particular area of focus. It is taught by an experienced professional in the field. Students will learn the history and context of this"beat," meet industry leaders, study best (and worst) practices, and produce content across multiple platforms. The class will consist of readings, lectures and work tied to a desk or beat in the Annenberg Media newsroom located in the Media Center at Wallis Annenberg Hall.

Advanced Newsroom Practicum: esports combines a study of the history, economics and role of esports with hands-on reporting on the topic. Through readings, analysis and guest speakers, students will develop expertise and critical appreciation about esports while producing weekly content in the form of articles, Twitch streams and social media posts through the Annenberg Media esports desk in the state-of-the-art Media Center at Wallis Annenberg Hall. Students will also develop original projects related to esports.

 Prerequisite: JOUR 350 or permission of the instructor

Student Learning Outcomes

By the end of the course, students will be able to:
- Identify and describe the role of key people, events and concepts in esports
- Analyze current coverage of esports and assess the degree to which they are accurate, complete and fair
- Report, produce and write news stories for web, TV, audio and social platforms that meet professional standards of publication.
- Create a plan for reaching new and/or underserved audiences within esports

Course Notes

All work will be reviewed and edited by the instructor. Work that is published on Annenberg Media platforms will also be edited by Annenberg Media student leaders serving as producers or editors.

Technological Proficiency and Hardware/Software Required

Please have access to the following programs & websites:
- Discord
- Google Hangouts
- Twittch.TV

Required Readings and Supplementary Materials

"Good Luck Have Fun: The Rise of esports," Roland Li

"How I Learned to Stop Hating & Love esports," Jeffrey Wilson

Virtual(ly) athletes: where esports fit within the definition of "Sport".
Jenny, S. E., Manning, R. D., Keiper, M. C., & Olrich, T. W. (2017). Quest, 69(1), 1-18.

The psychology of esports: A systematic literature review. Bányai, F., Griffiths, M. D., Király, O., & Demetrovics, Z. (2019). Journal of gambling studies, 35(2), 351-365.

"The esports Playbook: Maximizing Your Investment Through Understanding the Fans, "N. Pike and S. Master

"Professional Competitive Gaming: How It will Impact Developers Over the Next Five Years," Piter van den Huevel

"Seven Commandments of Esports Communications," The Story Mob

Description and Assessment of Assignments
Classes will consist of lecture and/or guest speakers as well contributing to the Annenberg Media esports desk.

Key Assignments & Projects for the Semester
- Students will complete four articles/other web content for the esports desk
- Student will research, produce and edit three Twitch Streams on topics agreed upon by the class and the instructor
- Students will participate in class though prepared questions for guest speakers, class discussion and quizzes
- Students will present a final project proposal for a new entity within esports utilizing research and characteristics of the industry covered in the class.
  > This may include one of the following:
  > A plan for creating esports coverage within a news outlet that **doesn't** currently cover the topic;
  > A new method of delivering news and information about esports within an outlet that DOES cover esports;
  > A new esports team, game, or tournament,
  > An in-depth multimedia report about an undercovered aspect of esports

The proposal must be approved in advance by the instructor and showcase a sufficient strategy to sustain it based on evidence-backed research.

Grading Breakdown of Grade

Assignment	% of Grade
Annenberg Media articles/content	40%
Annenberg esports Twitch streams	30%
Participation	10%
Final Project	20%
TOTAL	**100%**

Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

Grading Standards
Journalism

All assignments will be edited on a professional basis and you will be judged first on the accuracy, fairness and completeness of your stories. You will then be evaluated for broadcast style, editing, production value, originality and the ability to meet deadlines.

"A" stories are accurate, clear, comprehensive stories that are well written and require only minor copyediting (i.e., they would be aired or published). Video work must also be shot and edited creatively, be well paced and include good sound bites and natural sound that add flavor, color or emotion to the story.

"B" stories require more than minor editing and have a few style or spelling errors or one significant error of omission. For video, there may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites is required.

"C" stories need considerable editing or rewriting and/or have many spelling, style or omission errors. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable. Sound bites add little or no color - only information that could be better told in the reporter's narration.

"D" stories require excessive rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.

"F" stories have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts. Any misspelled or mispronounced proper noun will result in an automatic "F" on that assignment. Any factual error will also result in an automatic "F" on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of "F" and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.
- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more "dramatic" video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.

Grading Timeline
Assignments will be graded within 2 weeks from submission unless otherwise mentioned

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 or Google Drive

Students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit http://bit.ly/SubmitAnnenbergMedia for more information about that submission and review process and email Daily Trojan news editors at dt.city@gmail.com for more on how to pitch your work to the campus newspaper.

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

Add/Drop Dates for Session 001 (15 weeks: 1/15/2021 – 4/30/2021; Final Exam Period: 5/5-12/2021)

Friday, February 5: Last day to register and add classes for Session 001

Friday, February 5: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 9: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, March 5: Last day to drop a course without a mark of "W" on the transcript for Session 001. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, March 5: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 9: Last day to drop a class with a mark of "W" for Session 001

Course Schedule: A Weekly Breakdown

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.

	Topics/Daily Activities	Readings/Preparation	Deliverable/Due Dates
Week 1 **Date: 1/18**	No Class – MLK Holiday		
Week 2 **Date: 1/25**	History of esports – Is it a sport and why does that matter?		
Week 3 **Date: 2/1**	History of esports, part 2 Team, League, & Franchising Models in esports		
Week 4 **Date: 2/8**	Diversity & Inclusion in esports		
Week 5 **Date: 2/15**	No Class – President's Day		

Week 6 Date: 2/22	esports Media & Journalism		
Week 7 Date: 3/1	Social Media in esports		
Week 8 Date: 3/8	Social Media in esports		
Week 9 Date: 3/15	Licensing & Content Distribution in esports		
Week 10 Date: 3/22	Licensing & Content Distribution in esports		
Week 11 Date: 3/29	esports Economics		
Week 12 Date: 4/5	esports Economics		
Week 13 Date: 4/12	Review		
Week 14 Date: 4/19	Final Presentation run through and feedback		
Week 15 Date: 4/26	Course Evaluations + Final presentations in class		
FINAL EXAM PERIOD Date: 5/10, 7-9 p.m.	Final presentations in class + Summative Review		

Policies and Procedures

Communication

Students are encouraged to contact me to set up time via Discord or email in the event they can't make office hours. I am happy to set time throughout the week.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems
a. Academic Conduct

Plagiarism
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 Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, 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
Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/additional-funding-resources
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]
https://undergrad.usc.edu/faculty/bread/
The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally "breaking bread" over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

About Your Instructor
As the Global Head of Gaming Partnerships, Rishi brings exceptional content from global gaming leagues, esports franchises, publishers & developers, and gamers to fans in real time, while driving reach and revenue for these strategic partners and Twitter. Prior to joining Twitter in 2017, he spent time at Mobcrush, where he grew the mobile games live streaming platform to over 1 million monthly active users within 30 days of launch. As the vice president of content partnerships at Major League Gaming, he helped launch the company's live streaming platform, MLG.tv, and led strategic partnerships with top publishers, including Valve, to create programs like the first North American CS:GO major, MLG Columbus. Prior to Major League Gaming, Rishi focused his career on elevating the visibility of the gaming community at notable organizations such as Machinima and Gunnar Optiks. Rishi is a graduate of the University of California, San Diego, where he received a BA in Economics. Follow him on Twitter at @RdotChadha.