
COMJ 422: MULTIMEDIA JOURNALISM

Spring 2025

Faculty Information

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Course Information

COURSE NUMBER: COMJ 422
CREDIT HOURS: 3
SEMESTER: SPRING 2025
COURSE DAY/TIME: Tuesday & Thursday at 12:30 pm
LOCATION: Trask 315

Required text & materials:

Wenger, D.H. & Potter, D. (2019). *Advancing the Story: Journalism in a Multimedia World*, 4TH Ed. Los Angeles: Sage Press.

SDHC media card (8 GB +) for use in video cameras – class 10 or higher

USB thumb drive for turning in assignments.



EVANGEL UNIVERSITY MISSION:

Evangel University is a comprehensive Christian university committed to excellence in educating and equipping students to become Spirit-empowered servants of God who impact the Church and society globally.

DEPARTMENT MISSION:

The Department of Communication serves students through a study of communication, incorporating theory, history, and application in a variety of media and non-media contexts. The Department prepares its majors to function effectively as competent professionals with a Christian worldview.

COURSE DESCRIPTION

The role of journalists to report and disseminate the news has undergone much change. The

media of radio, television, Internet, and social media have proved to be major contributors of news information to the public. This course is a study of the techniques used by the electronic media in the production of news in a digital world. The writing of news will be enhanced by learning production techniques that display the information for the electronic audience in an effective and interesting fashion. Students will learn through lecture, class assignments, special speakers, and production projects.

COURSE PURPOSE

The purpose of this course is to give students additional training and understanding in electronic/multimedia journalism to help them both have a better understanding of storytelling and have improved skills in media production related to video, web, and social media.

PREREQUISITES

Students should have completed COMM 113, COEM 175, and COMM 214 or have permission of the professor to take this course. COEM 232 and COMB 348 are recommended.

OUTCOMES AND OBJECTIVES:

The outcomes for this course have been aligned to the Course Learning Outcomes (CLO), Program Learning Outcomes (PLO); and/or Evangel University Student Learning Outcomes (EU20).

COURSE LEARNING OUTCOMES			
Upon completion of this course, the student will:	CLO	PLO	EU20
Have developed and improved their broadcast news writing skills.	X	MJ3*	
Be able to analyze news broadcasts and videos through established criteria for producing effective news programs for digital media.	X	MJ2	
Be able to adapt their stories and content for various types of electronic media.	X	MJ3*	
Have gained experience and enhanced skills in electronic news reporting and production through class projects and activities.	X	MJ3*	
Have become familiar with possible career choices in news production and with the professional news industry in general through contacts with area professionals.	X	MJ1*	
Be able to work in an electronic news environment effectively that is primarily multimedia and Web-centric.	X	MJ2*	
Have a better understanding of the ethical and legal issues that permeate the field of journalism.	X	MJ1	

*Objectives are supported but not assessed.

COURSE REQUIREMENTS

1. Students are expected to attend each class period. A maximum of five (5) absences will be allowed for sickness, family emergencies, etc. A student may be dropped from the course on the 6th absence. Tardiness and absenteeism may contribute to a lower grade in the course. Work missed may only be made up if absence is excused.

2. **Exams and Canvas quizzes** are mostly objective in format and are shown on the course schedule. It is advised that students keep up with reading and assignments to better prepare for these tests. Quizzes will be scheduled and given over Canvas, which are based on the reading material assigned. **Online quizzes cannot be taken after the deadline**, which is the beginning of class on date due.

3. **TV News "Live Shot" Story** – Each student will produce a video segment with a soundbite that illustrates a 45 second story for a television newscast similar to a live standup followed by b-roll

and one soundbite (12-15 secs.). A 10 second follow-up live shot concludes the story. The story will be written in broadcast style using a topic that originates on campus or locally. In addition to the written script, each student will turn in an HD video file of the edited story on Canvas with script. More details will be given in an assignment sheet [online](#). Stories cannot duplicate assignments for EUTV.

4. TV Feature Package (Live Donut style) – Each student will produce a television feature package 2 mins. in length in a style similar to a remote or donut. Students will turn in a complete news script and finished HD video on Canvas. This assignment will be discussed in detail in class. Story topics should be of a local or campus story investigated by student. Students will use TV Studio camcorders and editing facilities for this project. A handout of this assignment will be provided [online](#). Final length of story must be between 1:55 and 2:05. Students may ask another student to assist them in shooting standups. B-roll and interviews must be photographed by the reporter. The reporter takes responsibility for all camerawork, even if assisted. Stories assigned by student media should not be used for this project.

5. Short Newscast – Students will work in groups to produce short newscasts in the TV Studio. Using a variety of news sources, students will act as news, weather, and sports anchors. A handout sheet detailing the requirements and procedures will be given by the professor. The newscasts will be produced during class time with the class acting as production crew.

6. Multimedia/Photojournalism Web Story - Students will produce a multimedia story that will be featured on a Web page. The project must include photographs (with captions) and an audio or video soundbite with the written story. This project will be uploaded to a class news website. Stories may be campus or local in nature. At least one of the photos should be of the person from the soundbite. The story should be formatted for an HTML page based on the template given by the professor. Details of this assignment will be available [online](#).

7. Live Story via Social Media – Each student will report on a story **live** using mobile technology and social media interaction. These stories will be spread out over the semester as assigned. Posting of text and photos online is required. Details of the assignment will be available [online](#).

GRADING

Class assignments/quizzes	14%
TV News Live project	12%
Exams	12%
TV Newscast	15%
Web Story	15%
Package	20%
Social Media story	12%
Total	100%

COURSE OUTLINE Assignments should be read by the class period listed.

1/9 - Introduction to course/orientation/projects

1/14 – Overview and history of multimedia journalism - Read chap. 1

1/16 – The “multimedia” journalist - Read chap. 3 - demo of camera setup – discuss LIVE NEWS project

1/21 – Broadcast Writing and News Leads – Read chap. 5

1/23 – Camera and words working together – Read chap. 8

1/28 – Assembling a basic story using visuals – editing demonstration – notes

1/30 – News reporting as storytelling – Read chap. 2

2/4 – LIVE NEWS projects due today! – Class presentation and discussion.

2/6 – Performing the news for ENG and Studio – Read chap. 12

2/11 – Interviewing newsmakers and getting soundbites – notes

2/13 – Producing the Package – demonstration – notes

2/18 – Exam #1 over chapters 1-3, 5, 8 & 12 plus notes

2/20 – Producing the local newscast – Read chap. 10

2/25 – Structures of broadcast stories and segments - notes

2/27 – TV Packages due today – class presentation and discussion

3/4 – Weather reporting for multimedia and broadcast - notes

3/6 – Audio/Radio News Production – notes

3/11 – Special speaker - TBA

3/13 – MEET IN TV STUDIO FOR NEWSCAST PROJECT PRODUCTION – Group 1

3/17 – 3/21 – Spring Break

3/25 – MEET IN TV STUDIO FOR NEWSCAST PROJECT PRODUCTION – Group 2

3/27 – MEET IN TV STUDIO FOR NEWSCAST PROJECT PRODUCTION – Group 3

4/1 – Multimedia journalism and the Web – Read chap. 7

4/3 – Digital photojournalism – capturing life in stills – Read chap. 4

4/8 – Online class – see Canvas – notes

4/10 – Online class – see Canvas – notes

4/15 – Legal and ethical considerations – Read chap. 9

4/17 – Web storytelling - class exercise – Read chap. 11

(Happy Easter!)

4/22 – The Journalism Business – Career Trends – Read chap. 13

4/24 – Web story projects due today – present to class

FINAL – Exam #2 (chaps. 4, 7, 9-11 & 13 plus notes) - Wednesday, April 30, 8:00 AM

GENERAL INFORMATION:

The TV Studio does not provide flash memory to students for personal use such as individual projects or assignments.

Students will need to reserve equipment at the TV Studio prior to using cameras, edit bays, or studio equipment.

Students are advised not to wait till the last minute to produce their projects as no allowance is given for late projects due to equipment failure or lack of availability.

POLICY ON INCOMPLETE WORK

All assignments given during this course must be completed by the end of the course. Once the

semester ends, a student will receive an F if any major assignment is missing. Assignments due on Final Exam day will not be accepted late. All late assignments may be penalized up to 40% off the grade the assignment has earned. If late for less than 24 hours, a 10% penalty would apply. Students receiving an F due to incomplete work should repeat the course. Extended illness and other legitimate reasons for late work will be considered on an individual basis.

TESTS

Students who are absent the day of a test may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests will require the student to take a similar test at the first opportunity. A late penalty up to 20% off the grade earned may be applied. Taking a test early without just cause may also be penalized.

TV STUDIO FACILITIES

Evangel University does not charge a lab fee for using the TV Studio facilities. Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere.

LAPTOPS, CELL PHONES, AND OTHER ELECTRONICS

Students should silence or shut off cell phones during class. Laptops, tablets, iPhones, Blackberries, Gameboys, etc. should not be used during class unless instructed. Failure to follow these directions will negatively affect the student's participation grade. During class in the computer lab, computers should only be used when indicated by the professor once class starts.

PACE'S ACAMANIA WEB SITE

To get the latest syllabus updates, study guides, evaluation forms, and other class documents, go to the following site on the Internet:

<http://www.doctorpace.net>

Type the above URL address in the browser's URL window and hit "Enter." Make sure to bookmark this site.

CANVAS ASSIGNMENTS AND QUIZZES

This course incorporates the Canvas classroom software system as part of its curriculum. Students are required to login to Canvas regularly to locate documents, take quizzes, and upload assignments. Students are advised to use the computer lab for Canvas work whenever possible. Problems with Canvas due to incompatibility with the student's own computer or failure of Internet access to a student's computer is not cause for retaking a quiz or receiving extra time. Take quizzes early enough that if something goes wrong, you can contact me in time to advise you about a fix.

CLASSROOM ETIQUETTE

Please follow the guidelines below to maximize your class participation grade and help make the classroom environment friendly and respectful of others:

1. Sit within the prescribed areas of the classroom as designated by the professor.
2. Come on time to class – earlier is preferred. Repeated tardies will be charged as an absence.

3. If you come in late, please come in quietly and quickly move to your seat.
4. Do not leave the classroom prior to dismissal of the class. If you become ill, then you may leave quietly, but you are not expected to return. You may receive an absence for the class depending on when you had left.
5. If you need to leave class early for an appointment that could not be avoided, please tell the professor prior to class.
6. If you need to come late to class due to an appointment that could not be avoided, you should inform the professor prior to the class. However, if that was not possible, please stay afterward to explain the situation.
7. Keep your cell phones in your pocket or purse. Having them out and using them during class is a distraction to the professor and others around you.
8. If you are using a computer, stop any work while the professor is talking to the class. If necessary, turn off your screen to reduce distracting others.
9. Food and drink may not be allowed in certain places or times during class. Talk to the professor about your situation concerning your need to bring food into the room.
10. Please do not put your feet up on tables or other furniture not designated for that.
11. Do ask questions in class and make appropriate comments. Your interaction in class is part of your learning, and contributes to everyone else's experience.

The Temporary Grade of Incomplete

[Incomplete Request Form](#)

Academic Integrity Policy

Any and every instance of academic dishonesty compromises the mission of Evangel University and violates the standards we hold as people of Christ and practitioners within our professional fields. Evangel expects its students to exhibit the highest level of integrity for all course work. While discussion and collaboration are encouraged as part of course interaction, **all work submitted in any course** (seated, online, or hybrid) **must be the original work of the individual student. Use of services and/or software, including AI programs, to generate student submitted work will be considered a violation of academic integrity. Therefore, students are expected to understand and avoid all forms of academic dishonesty, which includes falsification, cheating, collusion, and plagiarism. Instances of integrity violations will be handled according to the procedures outlined in the University's Academic Integrity Policy.**

Please view the current Student Handbook for the complete policy.

Accommodations Statement

Evangel University is committed to equal educational opportunities for students with disabilities. Please view the following page or contact the Center for Student Success for more details:

[Accommodations Statement](#)