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JRNL 191.01: ST Smartphone Storytelling

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JRNL 191 • Smartphone Storytelling

MW, 2 to 3:20 pm

Spring 2017

Instructor

Jeremy Lurgio, Associate Professor, Photojournalism and Multimedia
Don Anderson Hall 434
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Office hours: Tues 1:30-3:30, Friday 9:30 – 11 a.m.

Course Objectives

Tired of your professors telling you to get off your phone, in this course you will get on your phone to create word, picture and video stories. In this class you will jumpstart your smartphone storytelling and social media skills. This class will be a place to test ideas and technology. We'll have fun and we'll push some boundaries when it comes to journalism and technology. Our class will be a smartphone newsroom.

We will talk about the ethics and basics of good written and visual journalism. This class, however, will stretch and push our idea of what a story is and how we can cover and deliver stories. We will explore new technologies on our phone and we will produce real journalism on real deadlines.

We will discuss the ethics of using various social media platforms and the ups and downs of covering stories with your phone. We will also discuss how smartphone technology and social media has expanded social justice, diversity coverage and the role of citizen journalism.

We will have numerous guest lecturers who Skype in for short question and answer sessions about how their news organization is utilizing smartphone technology and what new social media trends are being utilized. We will be experimenting throughout the semester and keeping journals of our successes and failures. This will be the core of how we learn. You will be graded on some of the traditional successes of journalism, facts, clear writing, informative visuals. But you will also be graded on originality, creativity, engagement and execution.

Class Meets

Mondays and Wednesdays, from 2 – 3:20 in Don Anderson Hall-009

This class is more like a workshop. Bring your smartphone charged and ready to every class. Some classes will be completely hands on. We will go and report together.

Learning outcomes

Successful JRNL 257 students will demonstrate an understanding of:

- how to navigate creation, production, publishing and promotion of journalism work with their smartphones through apps and social media
- basic journalism ethics including the importance of truth, accuracy and fairness when publishing work through social media

- critical and creative thinking in building narratives and stories with their phones
- enhance their visual literacy skills as consumers and creators
- social media filter bubbles, algorithms and content distribution
- diversity in news coverage and how that intersects with social media, smartphone storytelling, citizen journalism and social justice issues
- The use and exploration of appropriate tools and technology in journalism

Learning goals

In this class students will learn:

- To shoot and produce solid storytelling images with smartphones
- To use social media for publishing, promotion, curation, conversation and audience building
- To shoot and edit short video packages with smartphones
- To record audio and conduct interviews with smartphones
- To become adaptable to new social media tools
- To utilize and explore apps available to report from the road
- To craft effective text in Tweets, Instagram captions and interactive video
- To understand how citizen journalism, social media and smartphone technology has contributed to a wider and more diverse news conversation
- Develop critical skills to explore digital media

Graded Assignments

There will be a variety of work in this class. Much of the class will be devoted to weekly visual and text assignments. You will be required to make two presentations in class. There will also be a final project.

15% attendance and participation – much of this class will be doing stuff in class and discussion.

15% group presentations

40% weekly and bi-weekly assignments

20% final project

10% journal and reflection

Attendance and Participation

Pre-registered students who fail to attend the first meeting of the class may be dropped. You are expected to attend every class. You can't succeed if you miss critique sessions, lectures and online labs. Attendance will be a component of your grade. Attendance will be taken at the beginning of each class and lab section. If you come in late, you are responsible to let the instructor know. If you are late you will only receive half the attendance points for that day.

CLASS Forums

I will use Moodle for grading and assignments for this course. Everything else will be on our phones!

We use Facebook, Instagram, Twitter, Snapchat, and other apps.

Deadlines and Professionalism

Professionals are under constant pressure to produce high-quality work in a short time. A great story is of little value if it's finished too late for publication or broadcast. Therefore, deadlines in this class will be strictly enforced. Unless you have an acceptable reason and make prior arrangements, an assignment will not be accepted late.

If you can't meet a deadline due to illness or some other emergency, you must let me know before the deadline. All assignments are due at 1:30 pm before our 2 pm class. You have two weeks after a grade has been posted to contest it.

Equipment

You will need a Smartphone that has the ability to shoot pictures and video. We will utilize applications and platforms such as Facebook, Instagram, Snapchat, MarcoPolo, Twitter, Videolicious, Adobe Clip, and others. We will have some additional equipment that will be available for checkout. We will discuss additional apps that have value to journalists.

Building Access

For after-hours access to Don Anderson Hall, you will be able to enter the building using the Griz Card swipe at the front door. You will also be given a key code for the door to DAH 009 and the radio studios in DAH 307-311.

For after hours access to Don Anderson Hall, complete and submit a [School of Journalism After Hours Access Online Form](#) by Friday, February 3rd at 5pm. If you miss the deadline, you will not have after-hours access for the semester.

Complete only one request form per semester – be sure to list all the Journalism courses you are taking. Codes will remain active until the last day of the semester.

Academic Honesty

I expect your honesty in presenting your own work for this course. Academic misconduct at The University of Montana is subject to an academic penalty ranging from failing the assignment to expulsion from the university. Students need to be familiar with the [University of Montana Student Conduct Code](#)

Plagiarism

As defined by "The University of Montana Student Conduct Code" plagiarism is: "Representing another person's words, ideas, data, or materials as one's own." This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

Double-dipping

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an F for the assignment and could result in an F for the course.

Accommodations for Students with Disabilities

This course is accessible to and usable by otherwise qualified students with disabilities. To request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit the [Disability Services website](#).

Schedule

A complete schedule of the class will be handed out during the second week of class after we assess where the class is at in terms of storytelling and smartphones.

Topics will include

1. Smartphone storytelling and the power of images.
 - a. Technical specifications of your phone camera
 - b. Limitations and advantages of smartphone cameras
 - c. Understanding composition, quality of light, exposure and focus
2. The Power of moment in images, the power of getting close
3. How to use editing apps to produce compelling images and video pieces with your phone
4. #BlackLivesMatter and the importance and power of hashtags
 - a. Case studies of Baltimore protests and the case of Freddie Gray
 - b. The rise of a movement
5. Understanding social media filter bubbles, sponsored content, and algorithms
6. Fake News, Click Bait and social media apps
7. Social media and publishing journalism
8. Twitter – engagement, sourcing, sharing, promotion
9. The power of text – tweets, captions, narrative, and text with video
10. Promotion and audience building on social media
11. The power of the audio narrative
12. Interviewing and audio skill building
13. Building video packages and compelling stories for social media
 - a. How to build a slideshow or video package in under a minute
 - b. The power of narrative
 - c. Use of text, audio, images and video
 - d. Snapchat Discover stories and Instagram Story. The 24-hour glimpse