

MASS MEDIA



Class Syllabus

This syllabus is available on the class website:

schockenglish.weebly.com

Bookmark it! Favorite it! Use this website weekly / daily for the class calendar, useful files and links, and more!

Introduction

Mass Media is a class co-taught by Mr. Schock and Ms. Sjursen, and this class produces both the school newsletter and the annual yearbook. In this class, you will learn and practice techniques to produce good writing, good photography, and good design. This will be a flexible, fun experience for everyone!

If you need help with anything for this class, you can reach Ms. Sjursen or Mr. Schock:

- Before school (8:00-8:20)
- Prep hour (10:30-11:10)
- After school (3:20-4:00)

You can also reach Mr. Schock (Brandon.schock@k12.nd.us) or Ms. Sjursen (sarah.sjursen@k12.nd.us) with any questions you have. This is the best way for both students and parents to reach us, and we can also schedule a time before or after school in advance. 😊

You will learn in this class by doing two things: Studying units on writing, photography, and design and creating the newsletter and yearbook. This class, and your grade, are split between lessons and units you learn and the learning you show by making high quality newsletter and yearbook content.

Class Responsibilities

As a student, you are responsible for bringing all your required materials to class each day. You will need: A backpack, a planner, a notebook and folder *or* binder with loose leaf paper and folders, pencils and pens, erasers, and markers.

The school will provide technology with the necessary software to create the newsletter and yearbook. However, if you have Microsoft Publisher at home, this will allow you to work on more assignments from home if you want to do so. Again—this is not a requirement, and you can still do a lot of the work at home without Publisher!

This class is unique in that it's extra important you complete your work on time—if you're in charge of writing something for the newsletter, and it's not done when the newsletter goes out, that can really affect the quality of our school's newsletter. You're responsible for conducting all of your interviews and writing your articles. Along with the writing, all photography needs to be done on time so that we can design the newsletter without pulling out all of our hairs. Just keep it in mind: Your job matters! This is for more than just a grade: Make a newsletter and yearbook you can be proud of!

CLASS POLICIES

Our classroom culture:

- ❖ **Be respectful to your teachers** – listen while they are speaking, no bad attitude
- ❖ **Be respectful to each other** – wait to speak, keep voices at 6 and not 100
- ❖ **Be respectful to yourself** – if it's hard, you're learning! There's no "perfect"
- ❖ **Use inclusive language**—zero tolerance for rude or crude marks about race, sex, sexuality, religion, etc., even if it's directed at no one in particular
- ❖ **Use appropriate language** – this includes body language! Even if you don't think it's bad, if Mr. Schock or Ms. Sjursen says it's inappropriate, find other words
- ❖ **Come to class prepared**— bring all your materials every day, follow your planner and the class calendar, and make sure you're letting your peers and teachers know if you need any help getting your work done for the newsletter *before* the due date, not *on* the due date

CLASS RULES

- We will need to use a lot of technology in this class, but remember you need teacher permission to use phones, ipods, mp3 players, ipads, laptops, etc. If you use your phone in class without permission, the phone may be held until the end of class or end of the school day.
- Please be in your seat when the bell rings. Once the bell has rung, class has started.
- No food or drinks allowed near technology or in the computer lab.
- Always get approval from Mr. Schock or Ms. Sjursen before leaving the room. You need permission before leaving to take photos or conduct interviews.
- Please keep your shoes on during class at all times.
- Please remain in your seat until the exit bell rings. Do not stand by the door— you'll make it to your next class on time, no worries. ;)

CLASS UNITS

This is subject to change. We'll lengthen/shorten units as we need to. No new units planned for April and May, so we can instead focus on the yearbook more these last two months. 😊

1. Crash course (August)

- a. Review previous newsletter/yearbook
- b. Introduction / recap of Microsoft Publisher
- c. Share practice designs
- d. Run-down: Writing articles
- e. Run-down: Interviews

2. Interviewing (September)

- a. Asking good questions
- b. Dealing with difficult interviewees
- c. Writing out the interview/event
- d. Grammatically correct
- e. Accuracy
- f. Writing about an event

3. Designing (October)

- a. Josten's yearbook program
- b. Microsoft Publisher
- c. Color theories
- d. Content permissions and use of photos
- e. Design dos and don'ts

4. Writing articles (November)

- a. Getting the facts right
- b. Paragraph and sentence style
- c. Leads and organization
- d. Focused, purposeful writing

5. Photography (January)

- a. Photography skills (lighting, etc.)
- b. Editing photos
- c. Taking care of the camera
- d. Uploading photos to Jostens
- e. Sharing photos (Google Drive, FaceBook, Jostens, etc.)

6. Representation (February)

- a. Everyone is included equally
- b. Representation is fair and diverse
- c. Freedom from bias, multiple points of view

7. Fundraising (March)

- a. Creating yearbook videos
- b. Selling yearbooks
- c. Getting sponsors for the yearbook
- d. Advertising next year's yearbook

GRADING

Grading: Pass / Fail

You earn points by showing your understanding of the class units / elements of journalism through *your work in the newsletter and yearbook*. We will units together, and then you earn points for completing your newsletter and yearbook work on time.

This class will be graded on a Pass / Fail system. If a student does their share of the work on the newsletter, they earn the points. Either you have done your work completely, or you have not. Treat this class like a real job—Your wage is your grade. Stay ahead on your articles, photography, and designs, and you'll have a fun and easygoing time in this class. 😊

Zero-Tolerance for Cheating and Plagiarism

The first time a student cheats in my class, they will receive an automatic 0 on whatever the assignment is, and their parent/guardian will receive a phone call from Mr. Schock or Ms. Sjursen. The second time, there will be detention and consideration of other long-term consequences. Don't attempt to cheat in this class. Cheating is theft and a refusal to learn. Cheating consists of copying another person's work or copying/pasting from someone else. It's still plagiarism if you put it in the citation but there's large chunks in your paper that haven't been cited correctly. When you're unsure how to do something, you need to speak up and ask Mr. Schock. "I didn't know" will not be an excuse. You have been warned.

Due Dates

- **All newsletter articles and photos due 10 school days before the end of the month**
- **All newsletter designs due 3 school days before the end of the month**
- **All proofread designs / the final draft of the newsletter due the last day of the month**
- Because we have few grades for this class and the newsletter/yearbook responsibilities are a big part of the grade, be responsible and communicate if you have any concerns about getting your work done. Incomplete work by an important deadline means a 0 you might not be able to make up. If we have to send out the newsletter without your work, those are points you won't get back.

PARENT NEWSLETTER

Each week, usually on Fridays, Mr. Schock will send out an email to parents. This email will contain a newsletter explaining what's coming up the following week, so parents always know about due dates and what their student is learning in school. If you have an email address you check at least once a week, Mr. Schock highly encourages you to sign up for the email newsletter.

Even if you signed up for the newsletter last year, please write down your current email, so Mr. Schock is certain he has an up-to-date version of everyone's information. Please read through the checkboxes below, check what applies, and fill out any information as needed. Much appreciated!

- I am a parent/guardian and would like to sign up for the parent newsletter.**

Current email address: _____

- I am a parent/guardian who does not use email.** I would like a printed copy of the newsletter each week. (If you select this, Mr. Schock will send a printed copy of the newsletter home with your student each week... To save on paper, please only select this if you don't use email).
- I am a student and would like to sign up for the parent newsletter**, so I can be reminded of what assignments are due the next upcoming week and what I'll miss if I'm going to be gone.

Student school email address: _____

LET'S GET STARTED!

After reading through this syllabus with your parent/guardian, all that's left is for you and your parent/guardian to sign the syllabus. This is Mr. Schock's way of making sure you've read the syllabus, understand what it says, and agree to follow it. Please show this signed page to Mr. Schock for some points.

Student signature: _____ Date: _____

Parent signature: _____ Date: _____