

## **Duke News: Campus and Community Through the Camera Lens Fall 2009**

Instructor: Stephanie Shyu  
Faculty Advisor: Professor John Burness  
Dates / Times: Fridays; 8/28/09-11/20/09; 5:30pm-7:00pm  
Location: Keohane Quad 4B-402 Media Room; Duke TV (Cable 13) Studio

### **Course Description:**

The purpose of this course is to combine the theory and the practice of television news. The course is designed to explore journalism principles and concepts as well as provide a hands-on learning environment in an actual news studio. We will explore the journalistic aspects of news, such as news gathering and fact checking, as well as the technical aspects, such as filming and editing. This course will look at what makes the industry of broadcast journalism unique and how television news survives among other programming. As technology will be a central component in the course, we will also discuss how new and improved technologies are changing the relationship between multimedia and news.

At each meeting, we will start off with an overview of the reading topics and a discussion of the week's top news stories. Students will be required to post news scripts (3-4 sentences), which will be peer-critiqued in class, on Blackboard before the start of each meeting. We will then move onto filming a news broadcast in the studio. One student each week will be chosen to film a short (2-3min), more in-depth segment on a story of his/her choice to be included as a package in the following week's live broadcast. Students will rotate studio positions each week to take on different roles of news production. The course is designed to see an idea through to a finished, tangible product.

### **Texts / Reading:**

- *News Reporting and Writing*, Ninth Edition; The Missouri Group: Brian Brooks, George Kennedy, Daryl R. Moen, Don Ranly; Bedford/St. Martin's; 2008
- *Writing and Producing Television News*, Second Edition; Eric K. Gormly; Blackwell Publishing; 2004
- *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*; Bill Kovach & Tom Rosenstiel; Three Rivers Press; 2001
- *Convergent Journalism: An Introduction--Writing and Producing Across Media*; Stephen Quinn & Vincent Filak; Focal Press, Elsevier Inc.; 2005

### **Grading / Attendance:**

A passing grade in this course requires satisfactory completion of all assignments of this course including weekly Blackboard posts, two 750-word news stories, keeping up with daily news, filming one package in the course of the semester, and class attendance. Students must attend at least eleven (11) class sessions. Attendance at fewer than 11 classes will result in the assignment of a failing grade.

## **Week 1 – Aug. 28<sup>th</sup>**

\*\* Introduction to course and overview of course requirements

## **Week 2 – Sept. 4<sup>th</sup> (Drop/Add Ends at 5pm)**

\*\* Introduction to television news. What is news?

Reading (39 pages assigned):

- *News Reporting and Writing*, Chap.1 “The Nature of News” (pg. 2-16)
- Kovach & Rosenstiel, Chap.1 “What Is Journalism For?” (pg. 9-34)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

## **Week 3 – Sept. 11<sup>th</sup>**

\*\* Pitching a story. The various angles and perspectives of a story.

Reading (31 pages assigned):

- Gormly, Chap. 6 “Approaching the Television News Story” (pg. 69-100)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

## **Week 4 – Sept. 18<sup>th</sup>**

\*\* News gathering, fact checking, and conducting interviews.

Reading (39 pages assigned):

- *News Reporting and Writing*, Chap. 3 “Interviewing” & Chap. 5 “Gathering and Verifying Information” (pg. 42-61, 90-110)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

## **Week 5 – Sept. 25<sup>th</sup> (Prof. Burness in attendance)**

\*\* The process of script writing.

Reading (41 pages assigned):

- *News Reporting and Writing*, Chap.19 “Writing News for Radio and Television” (pg. 398-416)
- Gormly, Chap.2 “Television Newswriting: A Different Style” & Chap. 4 “Some General Rules for Television Newswriting” (pg. 11-17, 35-52)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

## **No Class / Fall Break – Oct. 2<sup>nd</sup>**

## **Week 6 – Oct. 9<sup>th</sup>**

\*\* Overview of industry technical terms and editing packages with Final Cut Pro.

Reading (35 pages assigned):

- Gormly, Chap. 13 “The Package” (pg. 235-270)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

## **Week 7 – Oct. 16<sup>th</sup>**

Reading:

- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Assignment Due:** Based on knowledge and skill set gleaned from semester readings, write a news story (~750 words), complete with sources, about a relevant Duke or Durham issue or event. Use news readings each week as cues to what you may want to

cover. OR conduct an in-depth interview with a Duke faculty member, alum or athlete or a prominent Durham figure and produce a features spotlight on the person chosen. You are encouraged to turn your stories into news packages or to bring in your interviewee for a live, in-studio interview during the course of the semester.

**Week 8 – Oct. 23<sup>rd</sup> (Prof. Burness in attendance)**

\*\* Filming and production of a newscast

Reading (35 pages assigned):

- Gormly, Chap. 17 “Producing the Newscast” & Chap. 18 “The Station and the Newsroom” (pg. 295-330)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Week 9 – Oct. 30<sup>th</sup>**

\*\* In-depth and investigative reporting. Plus, how to engage the viewer.

Reading (32 pages assigned):

- *News Reporting and Writing*, Chap. 18 “Investigative Reporting” (pg. 380-397)
- Kovach & Rosenstiel, Chap. 8 “Engagement and Relevance” (pg. 147-162)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Week 10 – Nov. 6<sup>th</sup> (Prof. Burness in attendance)**

\*\* The business of journalism: marketing the news

Reading (35 pages assigned):

- *News Reporting and Writing*, Chap. 21 “Writing for Public Relations” (pg. 442-462)
- Kovach & Rosenstiel, Chap. 2 “Who Journalists Work For” (pg. 35-50)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Week 11 – Nov. 13<sup>th</sup>**

\*\* Television’s relationship with its audience. How TV journalists shape the public’s perception of the world and how viewers, in turn, affect television news.

Reading (33 pages assigned):

- Kovach & Rosenstiel, Chap. 7 “Journalism As a Public Forum” & Chap. 11 “The Rights and Responsibilities of Citizens” (pg. 162-185, 245-255)
- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Week 12 – Nov. 20<sup>th</sup> (Prof. Burness in attendance)**

\*\* Multimedia and its effect on the evolution of news. How the internet is shaping convergence.

Reading (17 pages assigned):

- Quinn & Filak, Chap. 1 “What Is Convergence and How Will It Affect My Life?” & Chap. 13 “Where Do We Go From Here? Possibilities in a Convergent Future” (pg. 3-15, 205-210)

- Daily readings of *The Chronicle*, *Raleigh News & Observer* and *Durham Herald-Sun*

**Assignment Due:** Based on knowledge and skill set gleaned from semester readings, write a news story (~750 words), complete with sources, that deals with a national or international issue that can be applied to or has local relevance in the Duke or Durham community.