Cross-cultural reporting
JOUR 4530 / JOUR 5760
Summer 2019
Mayborn in Madrid
Through the University of North Texas, Denton, Texas, USA

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General class information, assignments, syllabus and readings are available on Canvas. All assignments will be turned in through Canvas except your blogs.

Description
In this course, we will explore cultural aspects of Spain. We will create multimedia stories, blogs and other journalism to capture the lived experiences of local residents and cultural topics. Instruction includes lectures, discussions, readings, presentations, field trips, and blogging. By the end of the class, each student will have produced a multimedia story (text, photos, podcast, video, audio slideshow and/or other multimedia elements).

Statements of Student Learning Outcomes
- Understand and apply the principles and laws of freedom of speech and press for the United States and Spain, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they will work.
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.
Email communication and class information
Electronic communication with students in this class will be through the students’ my.unt.edu accounts rather than personal email accounts. All information for the class will be posted on Canvas. You may contact the instructor through email and/or text message.

Disability Accommodation
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the Americans with Disabilities Act (ADA) does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable.

Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu/. You may also contact ODA by phone at 940.565.4323.

Academic Honesty
When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people’s written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

Mayborn School of Journalism Academic Integrity Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic
dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

**Attendance**
One absence in the course is the limit without penalty toward your final grade, unless you have an emergency or an illness. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

**Assignments**
The assignments for this class include a personal blog, which you may set up on WordPress, Blogger.com, Medium.com, or any other blogging platform of your choice. You must submit the URL (address) to this blog to me by XXXX, by entering it at this link: XXXX.

Your blog will be public, so consider the content accordingly, although you do not have to put your name on it, as long as I can access it through the link.

**Blog assignments**
Part of the class will include visits to media organizations and other important Spain landmarks. You are expected to maintain a blog for this class in which you will reflect on what you are learning and doing. This blog should not only be a travelogue; it should illustrate your thoughts and evolution in another culture. You will discuss the knowledge and experiences you are having and how those are enhancing your education and growth. Each blog post should be 300-500 words long and may include photos, video, audio or other multimedia aspects. All outside sources should be credited.

Each week, you will have a blog post due about an assigned topic and a choice of your own topic, except the last week, when you have only one due.

**Week one (TWO posts due June X):** What are your perceptions of Spain culture and practices? How are they different from home?

**Week two (TWO posts due June X):** From the media organizations we have visited and the media systems we have observed, what do you think is the same and/or different from what you have observed in the U.S.?
**Week three (TWO posts due June X):** How are you adjusting to various aspects of Spain culture? What are your favorites? What are your least favorites?

**Week four (TWO posts due June X):** What aspects of media in Spain will be the most lasting in your mind? How will what you have learned affect your media habits or media studies when you return to the U.S.?

**Week five (ONE post due June X):** What overall impressions and lessons will you take home from this trip?

**Guidelines for reporting a multimedia story:**

You should study your approved cultural aspect of Spain in depth. You are expected to produce a journalism-style story that is due **the last day of class, June X.** You also will make a presentation of your story to the class on your media outlet the last week of class. You are welcome to make a multimedia presentation involving video, audio, still photography, PowerPoint or any other elements. If this is a print story, it should be a minimum of 750 words long (turn in through Canvas). If it is a photo story, it should contain at least 15 images with detailed captions (places to upload include Flickr, PhotoBucket, etc.). If it is a video package, it should be 1:30 to 3 minutes long (upload to YouTube or Vimeo). **If you do a multimedia story, you must make sure you submit the link to me.**

Graduate students: I expect an in-depth analysis of the cultural aspect you are studying, with references and research. This paper should be 7-10 pages (1,500 words minimum) long with references.

**Grades**

Your grade for this class will be based on the following:

- **Class participation** (discussion, engagement, initiative): 10 percent
- **Blog:** 30 percent
- **Multimedia story:** 40 percent
- **Story presentation:** 20 percent

**Syllabus (Subject to change; all changes will be announced in advance; some field trips will be announced on site instead of in this syllabus):**

**Week 1**

- **Field trips**
  - Create your blog this week and start to promote it.
  - Write two blog posts.
  - Investigate and gather material for your cultural topic.

**Week 2**

- **Review of U.S. journalistic practices and ethics. Contrast U.S. with Spanish practices and ethics.**
• Write two blog posts.
• Learn about/review basic journalistic practices.
• Gather information for your multimedia story on your cultural aspect.

Week 3
Spanish media and business practices
• Write two blog posts.
• Twitter scavenger hunt.

Week 4
Work on your stories
• Write two blog posts.
• More discussion of beat work, source development, using digital tools as a mobile journalist.

Week 5
Presentations
• Complete stories. Instructor available for coaching and other assistance.
• Write one blog post.

FINAL MULTIMEDIA STORY DUE ON LAST DAY OF CLASS, June xx