

### ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

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### Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

### Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
  - Collaborate effectively as members of a creative team. (Collaboration)
  - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
  - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
  - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
  - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
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**Course Title**                      **International Media**

**Course Code**                     **VJN330**

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Credit Hours                      3 Semester

Contact Hours                    3 Hours

Prerequisites                      ENG101 or HUM101 or SOC100

Course Type                        Lecture

# Course Syllabus

Instructor	TBD
Email	TBD
Telephone	TBD
Term Start/End Date	TBD

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## Course Description

This course explores the global media environment, from both a theoretical and a practical perspective. The course surveys media systems found throughout the world, (private, state-owned, mixed ownership) and recent global trends in media (digital, web-based, social). It looks at how new technologies affect media coverage of world affairs and how mass media affect international relations. On the practical level, the course prepares students for what to expect as visual communicators working in foreign countries with cultures and languages different from our own. Research and logistics are explored. Each student focuses on one country or region, developing a multi-platform plan for researching and producing visually-driven projects from that part of the world.

## Learning Objectives

- Upon completion of this course the student should be able to:
  - Cite key historical milestones in the transformation of international mass media from the 20<sup>th</sup> to the 21<sup>st</sup> Century. (Visual Literacy, Adept, Global)
  - Demonstrate an understanding of the logistics involved in working as a visual communicator overseas, and how one successfully navigates the terrain. (Visual Literacy, Adept, Global, Problem Solver)
  - Plan the research and production of a story or series of stories in a country outside the United States or Canada. (Global, Problem Solver, Adept)
  - Demonstrate an in-depth knowledge of one particular foreign country or region and the key issues of public concern in that area. (Global)
  - Understand how digital technology and new media have changed how mass media industries function on the global level. (Global, Problem Solver, Visual Literacy)
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## Required Textbook(s) Handouts

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## Course Requirements

Attending lectures and as well as completing the reading and writing assignments are all crucial to success. Lectures complement but do not duplicate what is found in the assigned reading. Written assignments should be printed out for your records as well as submitted electronically. Graded assignments with edits and notes must also be printed out and saved, in case of disputed or missing grades. There will be surprise quizzes on, lecture material and readings. Late assignments may not be graded or will be penalized at the instructor's discretion. In the case of illness or emergency, or expected failure to submit by deadline for any reason, arrangements must be made with the instructor at least one full day before the assignment due date.

## Course Outline

**NOTE:** The weekly summary printed here is a guideline open to change during the semester.

# Course Syllabus

**Week 1:** Historical and Geographic Survey of Mass Media Systems

**Week 2:** Logistics. Research and Interviewing, Language, Religion and Customs

**Week 3:** Country/Region – Research (Project Development)

**Week 4:** Working in non-democratic or repressive regimes.

**Week 5:** Visual Media Influences on International Relations

**Week 6:** New Media Era – Changes from 1990s to 2010's

**Week 7:** Case Study: Middle East

**Week 8:** Web, Social Media and Multi-Platform Feature Packaging

**Week 9:** Work shopping: Project Research and Plan

**Week 10:** Country/Region Project – Marketing and Distribution

**Week 11:** Future International Trends

**Week 12:** Problem-Solving Simulations

**Week 13:** Presentations and Critique

**Week 14:** Presentations and Critique

**Week 15:** Final Exam

## GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

### DEFINITIONS OF CRITERIA USED IN GRADING

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Course Area	%	93–100	A	4.00
Class Participation	10%	90–92	A-	3.70
Minor Assignments	10%	87–89	B+	3.30
Quizzes	10%	83–86	B	3.00
Project Plan (Research and Production)	25%	80–82	B-	2.70

# Course Syllabus

Project Plan (Marketing and Distribution)	25%	77-79	C+	2.30
Oral Presentation	10 %	73-76	C	2.00
Final Exam	10%	70-72	C-	1.70
		67-69	D+	1.30

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

## ATTENDANCE POLICY

Faculty takes attendance for each class period and posts it to the student's record through the campus management system. Upon reaching three unexcused absences, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the fourth one. Students may review their attendance through the Student Portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

# Course Syllabus

## ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
  - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
  - Brooks Institute will only use legally acquired software on our computers.
  - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
  - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

# Course Syllabus

## CREDIT ASCRIPTION ADDENDUM

**VJN330- International Media - 3 semester credit hours**

**Type: Lecture**

**Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives**

### Learning Objectives

Upon completion of this course the student should be able to:

1. Cite key historical milestones in the transformation of international mass media from the 20<sup>th</sup> to the 21<sup>st</sup> Century.
2. Demonstrate an understanding of the logistics involved in working as a visual communicator overseas.
3. Plan the research and production of a story or series of stories in a country outside the United States or Canada.
4. Demonstrate an in-depth knowledge of one particular foreign country or region and the key issues of public concern in that area.
5. Understand how digital technology and new media have changed how mass media industries function on the global level.

	<b>ASSIGNMENT TITLE</b>	<b>HOMEWORK HOURS</b>	<b>ASSIGNMENT OBJECTIVES</b>
<b>WEEK 1</b>	Media Survey reading	3	1,2.,5
<b>WEEK 2</b>	Country/region Research assignment	6	2,4
<b>WEEK 3</b>	Project Research assignment	6	2,3,4,
<b>WEEK 4</b>	Reading – repressive regimes	4	2,5
<b>WEEK 5</b>	Reading, research	6	1,5
<b>WEEK 6</b>	Reading, Project Research assignment	8	1,2,3,4
<b>WEEK 7</b>	Reading	4	1, 4, 5
<b>WEEK 8</b>	Research and assignment	6	1,5
<b>WEEK 9</b>	Research and assignment	8	,2,3,4
<b>WEEK 10</b>	Marketing Plan assignment	6	,2,3,4,5
<b>WEEK 11</b>	Reading, Research	6	1,2,3,4
<b>WEEK 12</b>	Planning Assignments	8	1,2,3,4
<b>WEEK 13</b>	Planning presentation	5	1,2,3,4,5
<b>WEEK 14</b>	Presentation, and exam study	8	1,2,3,4,5
<b>WEEK 15</b>	Final Exam study	6	1,2,3,4,5
<b>TOTAL</b>		90	