IDS 499:18 JOURNALISM/MASS COM SEMINAR   
SPRING 2019

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| IDS 499:18, 1 s.h. | Daine Pavloski, Cons. 237; Joanne Williams, Cons. 135 |
| Wednesdays, 10:40 a.m.-12:10 p.m. | 269-749-6630 (o); 749-9077 (h); [jwilliams@olivetcollege.edu](mailto:jwilliams@olivetcollege.edu)  269-749-7174 (o) 906-440-6670 (c) dpavloski@olivetcollege.edu |
| Location: Cons. 257 | Office Hours: Monday, Tuesday, Thursday, Friday, 11 a.m. to noon; Wednesdays, 9:30-10:30 a.m.; and by appointment (JW). Monday and Thursday, 1:40-3:10 p.m.; Tuesday and Friday, 9:20-10:40 a.m., and 1:40-3:10 p.m. and Wednesday, also 9:20-10:40 a.m. (DP). |

**COURSE DESCRIPTION:** Students are required to take the seminar every semester they are enrolled at Olivet College. Each program or major has its own seminar and students must take the seminar of the major they have declared. Seminars meet every Wednesday of the semester. During that time, academic advising, resume development, program support, and community building take place.

The Journalism/Mass Communication (JMC) seminar at Olivet College is designed to prepare you for a wide variety of careers in media and mass communication-related industries. Through hands-on experience in a variety of media disciplines, which can begin the first week you arrive on campus, you will develop strong written and oral communication skills that contribute to success in any career. (SENIOR EXPERIENCE FOR GRADUATING SENIORS.)

**COURSE RATIONALE:** The seminar encompasses a variety of activities focusing on experiencing, learning about, and acknowledging the skills and proficiencies necessary to develop a successful media career and life-long learning goals. Activities will include, but are not limited to, advising, resume building, discussions on career and personal development skills and habits, hands-on learning in print and broadcast journalism and mass communication, mentoring opportunities, meeting professionals on-the-job, and skills building in relevant areas.

**REQUIRED** **TEXT:** Pachter, Barbara, Power Of Positive Confrontation, July 2014, Ingram Publishing**.** Course documents and information will be available via instructors and on BLACKBOARD.

**LEARNING OUTCOMES:** This course provides opportunities to include college educational outcomes. In this seminar you will obtain needed academic planning and advising, make substantial progress on your resume, undertake career and community building projects, participate in journalism/mass communication program activities and explore the workings and concepts of the Olivet Plan. Our focus is exploring and engaging your skills and talents for your career future.

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| **College Educational Outcomes** | **Specific Course Outcomes** | **Assessments (also in handouts and information below)** |
| Effective Communication and Collaboration – written, interpersonal | Write and speak using standard English grammar handbook rules and AP and ECHO Style appropriate for communication professionals, audiences and the purposes they serve | Media Project; Website |
| Critical Thinking; Application of Knowledge – integrate and apply advanced knowledge in an academic or professional discipline | Knowledge of print, video and audio media presentations, equipment and programs; teamwork developed in practice of standard reporting and information gathering techniques across multiple platforms, demonstrating the ability to use technology appropriate to the medium | Media Project; Website |
| Ethics and Responsibility - Individual Responsibility Critical Thinking | Demonstrate ethical media practices in team work, individual meetings and media projects; Understand the history and role of journalism and mass communication in a global society in order to select, produce and publish ethical journalism/media content | Class Activities; Media Project; Website |
| Critical Thinking Individual Responsibility | Progress on Resume and academic plans | Website; Academic Plan |

COURSE PROCEDURES AND POLICIES:

* **Attendance:** As per the Olivet College Catalog, “students are expected to be regular and punctual in their attendance of classes, laboratories and conferences.” If you miss a class, please take responsibility and contact a classmate to find out what you have missed. Occasionally, you may find it necessary to be late. If so, come after class has started. If you are going to be absent – let us know – this is just like work. An unexcused absence is a score of 0 for that day’s participation and activities as well. All excused absences must be documented in a timely manner and homework is due no matter what. Use technology in class for classroom purposes only.
* **Academic Integrity:** Academic Integrity refers to a quality effort in the search of knowledge. All work must be the student’s own. Plagiarism is deliberately handing in another person’s material as your own. It is stealing. It belittles you. Acts of plagiarism, unauthorized assistance on assignments, or cheating, et al, may be punished by a failing grade on the work in question, by failure in the course, or by suspension or dismissal from Olivet College. Please consult the College’s Academic Integrity Policy, in the Olivet College Student Handbook.
* **Assignments:** Your seminar is a summary of your major program - it is a serious undertaking. All students in this seminar will: attend and participate in seminar class sessions; write a mission statement and resume; produce an academic plan, establish and maintain a personal, professional website, attend at least one individual advising conference each semester; and participate in a media project with others in the Olivet College community, and in doing so, perform service.
* You are expected to follow the assignments in the course outline. Please read the assignments before coming to class and be prepared to discuss. Work assigned outside of class must be typed and may be e-mailed. **Homework is due when assigned. No late work will be accepted unless you and the instructors have mutually agreed upon an extension BEFORE the work is due.**

When we have guests, please be sure to be on time, respectful and engaged in their presentations. They are here to help you explore and hone your career goals. You should also pay special attention to professional dress and etiquette.

* **Conduct:** As this is a journalism/mass communication course, we will all decide on ground rules for effective communication in this class. We like lively classroom discussions, and expect to hear from every student. Remember, speaking out in class gives you the opportunities to ask questions and test your own conclusions. It also helps bolster your course grade. At all times, we will respect each other’s rights to express views and be open to listening, seeking to understand. *The Olivet College Compact* (attached) will serve as classroom guidelines.
* **Device Policy:** There will be **NO** smartphones or devices out during class time. On occasion, devices will be used for in-class projects or activities, but unless it is clearly stated they should remain in your bag, backpack, purse, coat or pocket **COMPLETELY** silent (preferably in Do Not Disturb mode) and non-disruptive to the class. If your smartphone or device is out at an inappropriate time, you’ll receive a 0 for the day. Laptops/Personal computers are fine as long as they are being used for class.
* **Learning Disability Policy:** If you have a learning disability, you are encouraged to notify instructors as soon as possible. Competent communication skills will be required of all students. All efforts will be made to accommodate your needs.
* **Support Services:** If you have questions or concerns, you have a variety of options: speak up in class; consult your classmates; see or call us during office hours or make a special appointment; e-mail us; or, you may seek more formal campus services, including assistance at the Student Success Center, located in Mott 211.
* **Course Requirements:** Full credit will be considered only for work that is completed and submitted by the due dates. The following items will be factored into your grade for this seminar, which is based on 1,000 total points:

1. Advising (100 points): We will meet in an individual appointment for registration/senior audits. This will be scheduled and posted. Please be prompt and prepared for meetings, and contact instructors ahead of time if you must cancel. Throughout the semester, you are encouraged to schedule as many appointments as necessary to aid in your success.

2. Participation (300): Your participation is vital. We expect that you will attend on a regular basis, and that you will **participate** in all seminar activities, including those we decide to take on as a group. Please put away personal devices unless we ask you to use them as part of the class. Professionalism is the motto in this seminar class.

3. Assignments (600 points): We will discuss – see below.

Since you must be enrolled in a Departmental Seminar each semester, a failing grade cannot be made up. There is no final exam in this course.

* **Activities:** All of our written, assigned work, will be judged on professionalism and the learning outcomes listed on pages one and two.

Grading Scale Percent

A = 800-1000 90-100%

B = 600-799 80-89%

C = 400-599 70-79%

D = 200-399 60-69%

F = 199/ below 59%-less

* **Assignments: Total Points:**

Individual Meeting (Registration/Advising) 100

Assigned Book Report  200

Attendance – Professionalism 300

Earned through **engaged** participation.

Web site 200

Simple set up, with mission statement and resume   
 required; other work as accomplished- up-to-date!

Media Project 200

Projects to be completed by **April 10**; documented  
in a 2-page reflective narrative which includes a reflection on the  
service provided while participating in this project due **April 17**. Rubric follows.

JMC SEMINAR MEDIA PROJECT SPRING 2019 RUBRIC

Media Project 200

Projects to be completed by April 10; documented  
in a 2-page reflective narrative which includes a reflection on the  
service provided while participating in this project, due **April 17**.

You must involve yourself in some media effort:

* Echo
* Garfield Lake Review
* WOCR
* Videotaping and turning in a project for an on-campus concern
* Producing flyers, emails, etc., to promote an on-campus concern
* Maintaining a social media account for a club or organization
* More?

This effort must be completed by April 10, signed-off\* by a “supervisor” and documented in a 2-page reflective narrative that addresses the following:

1. Describe your work - the what, why, when and how, and remember to include time on task.
2. What obstacles did you run into and how did you overcome them?
3. How did you handle your work responsibilities (grade yourself!) What were some triumphs and challenges?
4. What did you learn about yourself - especially your media skills and how they help or hinder your progress as a journalism and mass communication student?
5. Any other comments or information you would like to add.

***\*Show your supervisor your report and have them sign it!***

**SPRING 2019 JMC SEMINAR 499:18 - COURSE OUTLINE**  
(**Subject to change**; deadlines are firm)

You will note on the schedule below our focus for the semester: Advising/Resume Building (AD); Career Development (CD); and Community Building (CB).), as well as our book.

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| **DATE** | **ACTIVITY** | **COMMENTS** | |
| **WEDNESDAY, Jan. 9** | Welcome back! Tour day | | **Drop and Add open until April 10** |
| **Jan. 16** | Page 7 of syllabus due (CB, AD)  Success in Life (AD) | Get your course book | |
| **Jan. 23** | Guest- (AD, CD) | **No classes on Monday, Jan. 21, MLK Day; MLK Day Lecture today, 1:30 p.m.** | |
| **Jan. 30** | WEB SITES and what to put on them (CD) | Discuss Chapters 1&2; **Annual Career Fair; Lecture, 1:30 p.m. today** | |
| **Feb. 6** | Mobile what? (AD, CB) | Discuss Chapter 3 | |
| **Feb. 13** | Let’s take inventory… (CB) | Discuss Chapters 4 & 5; **Lecture, 1:30 p.m. today** | |
| **Feb. 20** | Founders’ Day (CB) | **Mid-Semester week Founders’ Day, 1:30 p.m.** | |
| **Feb. 27** | ADVISING (AD) | Discuss Chapter 6 | |
| **March 6** | Academic plans due in class (AD) | Discuss Chapter 7 & \* | |
| **March 20** | Guest – (AD, CD) | Discuss Chapter 9; **OC History Lecture, 1:30 p.m.** | |
| **March 27** | **SERVICE DAY (CB)** | **Registration Week;** Discuss Chapter 10 | |
| **April 3** | Websites (CD) | Discuss Chapters 11, 12 & 13 | |
| **April 10** | Senior Memories | Discuss Chapter 14 & 15 | |
| **April 17** | Media Narrative Reports due in class (CD) Last day of class | Discuss Chapter 16 | |
| **GRADUATING SENIORS: THIS IS YOUR SENIOR EXPERIENCE. We will make individualized semester plans for each of you.** | | | |
| **Last day of classes is April 18. Finals week is April 22-25 ILT Classes begin Monday, April 29 and end Friday, May 17.** | | | |

**Some Other Opportunities This Semester**

* **Tuesday, Jan. 15, Second Annual Rev. Dr. Martin Luther King Jr. Oratorical contest, 6-8 p.m. Klock Commons, Dole Hall (Essay submissions to** [**astepter@olivetcollege.edu**](mailto:astepter@olivetcollege.edu) **but Jan. 11, 5 p.m.)**
* **Wednesday, Jan 16, Greek Life Forum Workshop, 2:15-3 p.m., Mott Auditorium**
* **Thursday, Jan. 31 and Friday, Feb. 1, Michigan Press Association Convention, by invitation, Grand Rapids**
* **Wednesday, Feb. 6, Winter Wellness Workshop, 2:15-3 p.m., Mott Auditorium**
* **Tuesday and Wednesday, March 5-6, Great Lakes Media Convention, by invitation, Lansing**
* **Wednesday, March 6, Mental Health Workshop, 2:15-3 p.m., Mott Auditorium**
* **Friday, March 22, Cultivating Women Leaders, all day, Cutler Event Center – sign up online via event email**
* **Saturday, March 30, Out of Darkness Suicide Prevention Walk, morning**
* **Wednesday, April 10, Resume/Job Search/Internship Workshop, 2:15-3 p.m., Mott Auditorium**
* **Wednesday, April 17, Honors Convocation, evening, Mott Auditorium**

**The Olivet College Compact**

On April 2, 1997, members of the Olivet College Community convened to give further definition to our institutional vision of Education for Individual and Social Responsibility. The goal was to formulate a set of principles about what it means to be a responsible member of this college community, principles that would serve as an inspiration and as a guide to students, faculty, staff, administrators and trustees alike. This open and inclusive process produced The Olivet College Compact.   
Olivet College is founded on and devoted to student learning, growth and development. The College values diversity within a community built on trust, participation and a sense of pride. As a member of this community, I affirm the following commitments:

**I am responsible for my own learning and personal development.** We recognize the critical importance of taking ownership for our learning. We seek to learn from the full range of our experience, to be open to new experiences and new ideas and to continuously pursue excellence and fulfillment in our intellectual, social and spiritual pursuits.

**I am responsible for contributing to the learning of others.** Every learner benefits when each shares ideas, insights and experiences with others. We value differences of opinion and perspective as well as open, respectful dialogue about these differences as central to the ongoing learning process.

**I am responsible for service to Olivet College and the larger community.** People working together for the common good is a key to growth for both the individual and the community. We commit ourselves to participating in community service and volunteer activities, both on and off campus.

**I am responsible for contributing to the quality of the physical environment.** Enhancing environmental quality is critical to the College, the community and ultimately to the survival of our planet. We will act to maintain and improve our facilities and grounds, to enhance the safety, the security and the appearance of our surroundings and to protect the ecology of our larger community.

**I am responsible for treating all people with respect.** We aim to create a positive and inclusive campus culture celebrating both the individual and cultural differences which make each of us unique and the similarities which bond us together. We recognize the need to seek to understand others as the first step to developing mutual understanding, caring and respect.

**I am responsible for behaving and communicating with honesty and integrity.** We build trust when we communicate openly, when we seek justice and fairness for all people, regardless of role or position, and when we honor our values and commitments in our private as well as our public behavior.

**I am responsible for the development and growth of Olivet College.** We reach outward and seek to inform, involve and recruit new students, employees and friends who share the vision and principles of Olivet College.

In joining this community, I commit myself to these principles and accept the obligation entrusted to me to foster a culture of responsibility at Olivet College.

Endorsed by the Faculty, the Staff Senate and the Student Senate in May 1997 and by the Board of Trustees in June 1997.

This is your seminar – an opportunity each week to learn, share, question, and enjoy. We have the opportunity to make our academic and personal journeys more successful and easier. PLEASE make the most of it.

**JMC SEMINAR SPRING 2019 – Welcome**

We’d like to get to know you a little better, or add information to update our files. Be as **detailed** as possible so we can assist *you* the best way possible. Want to know about us? Just ask or email!

**Due: January 16 in class**

Name:

What you would like to be called:

Phone:

Email(s):

Your hometown:

Your birthday:

Major and Minor/Double Major, Other?

Are you bringing in any AP, transfer credits?

Activities you are involved in at Olivet or elsewhere, including work, clubs, etc.:

What does being a JMC major mean to YOU?:

What special skills do you bring to this major?

What are you most looking forward to at Olivet College?

What might challenge you here?

Comments: