UNC Greensboro
Department of Media Studies
MST/ENT320: Multimedia for Social Entrepreneurship & Civic Engagement
Spring 2014

Description: Introduction to multimedia reporting and production with the creation of a homepage for local communities and social entrepreneurship to enhance learning by engaging in community service activities.
Credits: 3:3. WI.
Course Prerequisites: None.
Class time: Tuesdays and Thursdays at 5–6:15pm in STON369 and a computer lab, EBER 160.

Instructor: Dr. Seung-Hyun Lee (Ph.D.), Assistant Professor of Media Studies
213 Brown Building
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Office hours: Tuesdays and Thursdays 2–3pm or by appointment.

Overview and Objectives of the Course:
The main purpose of the course is to provide basic knowledge and skills in multimedia reporting and production, with a special focus on service-learning for civic engagement and social entrepreneurship. The course aims to identify and analyze digital storytelling techniques and tools for digital platforms as an effective way to delivery information and tell stories by combining different formats of media such as text, hyperlinks, video, audio, photos, and graphics. The course will explore important characteristics of multimedia reporting and production – how it incorporates context in a way that print and television do not. The course also focuses on providing hands-on experience through service-learning so that students learn how to collaborate with community partners for civic engagement and social entrepreneurship to create valuable products and services.

Student Learning Outcomes: Upon the successful completion of this course, it is expected that students will be able to:

- Define service-learning and social entrepreneurship and describe their development.
- Analyze the impacts of service-learning on local communities and civic engagement.
- Describe multimedia reporting and production.
- Demonstrate basic understanding and skills of Webpage creation.
- Demonstrate basic understanding and skills of creating multimedia content and publishing it online.
- Demonstrate basic understanding and skills of critical thinking, aesthetic expression, and effective information delivery through digital storytelling and multimedia artistic and creative project.

Teaching Methods & Assignments for Achieving Learning Outcomes:
This course integrates the lecture with the computer lab session for the creation of the multimedia project dedicated to hands-on experience for civic engagement and social entrepreneurship. This course also includes in class discussion and presentation on service-

learning and the production of multimedia content and a webpage. All students are expected to complete the readings prior to class, actively participate in class discussions, pay close attention to lectures, be an active learner, and attend class regularly.

Assignments:
General Writing Assignment: All students should post one question regarding the given reading assignments through the discussion board on Blackboard.

Writing Assignment #1 – Describe and analyze the history and development of service-learning for community engagement or social entrepreneurship in the national or international context. All in-text citations should be indicated throughout the paper and follow APA style. For the references in a separate page, follow APA style and include at least five sources that books and journals must be used for. **Follow the "Guideline for writing a paper" for more information.** Students must turn in **a hard copy of their paper in class** and **upload its electronic file through "Assignment" on BB due on Tuesday, February 11.** Each student will give an oral presentation of his or her paper in class on the same day, followed by class discussion.

Writing Assignment #2 – Analyze the current trends and issues of service-learning for community engagement or social entrepreneurship in the national or international context. Also, analyze the impacts of service-learning on local communities and civic engagement. All in-text citations should be indicated throughout the paper and follow APA style. For the references in a separate page, follow APA style and include at least five resources that books and journals must be used for. **Follow the "Guideline for writing a paper" for more information.** Students must turn in **a hard copy of their paper in class** and **upload its electronic file through "Assignment" on BB due on Thursday, February 27.** Each student will give an oral presentation of his or her paper in class on the same day, followed by class discussion.

Final paper – Analyze how service-learning affects student learning and academic performance and how service-learning can improve students' community engagement and their learning, leadership, and academic performance. Also, discover how multimedia production and reporting can facilitate and be integrated into the development of local communities and social entrepreneurship. All in-text citations should be indicated throughout the paper and follow APA style. For the references in a separate page, follow APA style and include at least five sources that books and journals must be used for. **Follow the "Guideline for writing a paper" for more information.** Students must turn in **a hard copy of their paper in class** and **upload its electronic file through "Assignment" on BB due on Thursday, April 3.** Each student will give an oral presentation of his or her paper in class on the same day, followed by class discussion.

Multimedia Final Project: Due on Thursday, April 17
Final project aims to integrate students' knowledge, creativity, and critical thinking skills with service-learning and show what the student has learned in and out of class throughout the semester. Final project is the combination of the webpage creation, multimedia productions and digital storytelling that consist of text, hyperlinks, photos, and video to deliver information and tell stories online. All students will develop their project individually and publish their multimedia content to their own webpage that they create and design. Each student will select a

local nonprofit organization for final project and gather stories, information and data on it. Also, each student will conduct an interview, produce video and take photos related to final project.

* Given the time constraints of the class sessions, much of your technical training will be self-taught if necessary. However, the instructor will help students to develop their basic skills for creating a personal homepage. You may need to devote more time if you'd like to use a particular technique or software and to develop designs that effectively inform or convey news and persuade, motivate, or engage readers.

Note on due dates:
- To receive full credit for all assignments, you must turn them in by the due date. All late work will be penalized 10% for each class period it is overdue.
- Please note that **No early or late exams and quizzes will be offered – schedule your plans accordingly! No make-up exams and quizzes when you missed them.**
- All students must complete all assignments, quizzes, final project, midterm and final exam to pass this course. NO EXCEPTION.

Evaluation & Grading: Grades will be based on the following formula:

Two writing assignments & presentation (each 5%)	10%
General writing assignments	5%
Class participation, discussion & attitude	5%
Quizzes (each 5%)	10%
Midterm	20%
Final paper & presentation	20%
Final project & presentation	30%

Grading Scale:

A+	97-100	B+	87-89	C+	77-79	D+	67-69	F	0-59
A	94-96	B	84-86	C	74-76	D	64-66		
A-	90-93	B-	80-83	C-	70-73	D-	60-63		

Attendance Policy:

Attendance is MANDATORY. All students are expected to attend all classes. This course follows the departmental policy on absences. Attendance will affect the final grade. **After the second absence, the student's final grade will be dropped one unit (e.g., from B+ to B) for each absence.** After the sixth absence, excused or not, the student will be automatically dropped from the course. In the case of medical or family emergencies, the student must advise the instructor directly and provide official written documentation of the emergency. **Without providing eligible written documentations, it is counted as an absence in each case.**

Attendance will be taken each class period by calling your name before each class starts. If you come to class too late, you also will be considered absent. Also, please note that missed course work cannot be made up, except in previously agreed-upon circumstances. If you are absent, it is *your* responsibility to find out what you have missed. It is important that you show up on time as announcements tend to be made early and you could miss any important information. * **Extra credit**: Students who are never absent will get one point extra credit.

Attitude in class, Laptop and Cell Phone Policy:
      Neither laptops nor cell phones are permitted in this class. In particular, **texting will not be tolerated**. If you text during class, it will drop your final grade each time. No email checking and Internet access via a cell phone or a laptop in class as well as during any quizzzs and exams. Any misbehavior will drop your final grade. Cheating on any tests will have no grade.

Class participation & discussion
All students are encouraged to actively participate in class discussions. Students' positive contribution to class discussions will be counted and graded.
Students with disabilities or special needs:
Students with disabilities or special needs requiring academic accommodation in this course are encouraged to contact the instructor during the first class. See the Office of Disability Service.

Academic Honor Policy:
      All students are expected to know and abide by the UNCG Academic Honor Policy. Academic dishonesty in any form such as cheating on tests and/or papers will fail the assignment, the test, and the course. On all quizzes, midterm, final exam, final project, and writing papers, each student must include the following statement with his or her signature:

"I have abided by the UNCG Academic Honor Policy on this assignment or examination."
Signature_____ Date_____

Required reading textbooks:
Castro, Elizabeth (2007). *HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide*. Peachpit Press.

Recommended reading textbooks, journal articles, and online resources:
Bornstein, David, & Davis, Susan (2010). *Social Entrepreneurship: What everyone needs to know*. New York: Oxford University Press.

Butin, Dan W. (2010). *Service-Learning in Theory and Practice*. New York, NY: Palgrave Macmillan

Miller, Carolyn H. (2008). *Digital Storytelling: A Creator's Guide to Interactive Entertainment 2nd edition)*. MA: Focal Press.

Nicholls, Alex (2006). *Social Entrepreneurship: New Models of Sustainable Social Change*. New York: Oxford University Press.

Stelljes, Andrew (2008). *Service-Learning and Community Engagement*. Amherst, NY: Cambria Press.

Wade, Rahima C. (1997). *Community Service-Learning: A Guide to Including Service in the Public School Curriculum*. Albany, NY: State University of New York Press.

UNCG Library Website for APA style citation guide: http://uncg.libguides.com/citation
Writing Center Website for APA style citation guide:
http://www.uncg.edu/eng/writingcenter/resources.html

* The combination of the textbook, handouts, electronic files, and online resources will be used for this course.

* Students need to print out other reading materials from blackboard or online sources.