

# Mass Communications IV

<b>COURSE TITLE</b>	<b>Online Publishing: Writing Effectively For The Web Course Syllabus</b>
<b>INSTRUCTOR</b>	Kelli M. Anderson sojournals@gmail.com
<b>DEPARTMENT</b>	Literary Media & Communication
<b>MEETING TIMES</b>	TBD

## COURSE DESCRIPTION

Student will gain practical experience in literary publishing through work on Daisy James Online, the Duke Ellington's literary journal. Students will solicit and evaluate work for publication, and then will gain practical experience in editing, layout, and production of the journal, as well as in publicizing and promoting the finished product. The course will include an introduction to the larger literary market, and instruction in preparing creative work for submission and publication

## COURSE GOALS & OBJECTIVES

Student will learn how to

- Select, edit, and proofread manuscripts for publication.
- Help design and layout a literary magazine
- Participate in magazine distribution and marketing
- Research the literary and publishing markets
- Analyze literary magazines for content and approach

## REQUIRED MATERIALS

- Gmail email address
- Notebook
- Pens

## Required Textbook

There is no required textbook for this class. All materials are available online.

## GRADES & SCORING

Every course assignment will have a total amount of points possible to earn, of which the student will earn some percentage. It is possible to earn over 100% on some assignments, however, the course average can be no more than 100%. Receiving a final average lower than 59% is considered a "fail" for this course.

**Grade Breakdown:**

Oral Presentation—on some aspect of publication 10%

Short Papers—analysis of a literary magazines- 20%

Comments, Participation- 20%

Reading Response questions- 20%

Blog Posts- 30%

**ATTENDANCE & TARDINESS POLICY**

In order to pass the course, students are required to attend 70% of the classes throughout the school year. Only extreme (as deemed by the instructor) cases with documented proof will be exempt from this rule.

If a student arrives more than halfway into the class, they are considered absent for the entire period.

**AREAS OF STUDY**

1. RSS
2. Branding and Messaging
3. Content Curation
4. Search Engine Optimization (SEO)
5. Marketing
6. Analytics

**LMC Code of Conduct Policy**

In the Literary Media & Communications Department we believe in holding our students to a very high standard of conduct. It is our belief that an early understanding of how you are expected to carry yourself in the working world will instill a valuable set of tools; soft skills that will serve you well for years to come.

In light of this we have created a simple code of conduct and grievance procedure that will enable both faculty and students alike to maintain a professional learning environment.

We expect students, faculty and guests:

- To be respectful of one another, and to carry themselves with both intelligence and humility.

We expect students:

To dress appropriately.

To hand in completed assignments on time. Late and incomplete work is unacceptable.

Absence and tardiness will not be tolerated.

Disruptive behavior will not be tolerated.

Poor participation will not be tolerated.

To respect the individual classroom rules of all teachers, both arts and academics (For example, no food and drink around the computer equipment in the lab).

Students who fail to comply with the above will be subject to a penalty scoring system:

### **Five-Point Penalty System**

There will be two soft warning before a student accumulates their first penalty point.

**1pt: Mediation and possible detention.**

**2pts: Parent contacted.**

**3pts: Parent/Teacher conference with Chair.**

**4pts: Student placed on probation list, consultation with Father Payne.**

**5pts: Student is placed on Transfer list.**

### **LMC Grievance Procedure**

We believe that students are entitled to a voice and want to give them that space to air any concerns they might have. However we believe it's important that students express their grievances in the correct manner, to ensure that there is no conflict and that their complaints are both heard and handled appropriately.

We believe that this formal procedure will help create a healthy environment in which to learn, as well as eliminate any potential conflict and miscommunication.

### Complaint with Member of Staff

If a student believes they have a concern or complaint with a member of staff, we ask that students not confront that person but rather, in the first

instance, seek out another member of staff in the department. That member of staff will act as a mediator to resolve any dispute.

If they feel as if their grievance has not been resolved at that first stage, students have the recourse to then put their complaint into writing and discuss the issue with the department Chair.

We do believe we can resolve most disputes internally in a professional manner and will work hard to achieve this, however if students still feel as if the matter has not been tackled to their satisfaction, it is within their right to:

- Request a parent / teacher conference with Chair present
- Put their concerns into writing to the Dean of Arts / Dean of Students
- Put their concerns into writing to the Principal.

### **Complaint with Fellow Student**

If a student believes they have a concern or complaint with a fellow student, again, we ask that you do not confront that student. You should seek out a member of staff who will in the first instance attempt to mediate on your behalf. If the complaint cannot be resolved at this stage, students have the right to follow the same steps they would take with a staff grievance.