

Special Topics: Drone Journalism

JOUR 4802-001

Fall 2016

R 5:30-8:30 p.m.

MJ 212

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COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

This course involves the experimental use of unmanned aerial vehicles—popularly called drones—as an alternative source of news gathering and reporting.

PREREQUISITE:

JOUR 2121

TEXTBOOK:

The innovator's dilemma: when new technologies cause great firms to fail. By Clayton Christensen. Harvard Business Review Press, 2013.

Current “Google Alert” articles about drones and drone journalism

Other articles from instructor

CLASSROOM FORMAT:

Lecture, discussion, and field testing.

COURSE REQUIREMENTS:

Coursework: Class will be held once a week. Coursework will include lectures, discussions, classroom activities, and fieldwork with UAV hardware.

Entrepreneurship Business Model Project: Students will work in small groups to develop a drone journalism business proposal titled Flyover Footage. Early in the semester they will participate in a basic business model workshop at the U of M Crews Center for Entrepreneurship. They will present their business proposals during the last class session.

Drone Story Project: Students will contrive a news story in which the use of a UAV would be central or add substantial value to the story. Due to our limitations against lending students UAV hardware, this exercise will be theoretical in nature. However, students are expected to think of a creative application for UAV technology, a proper context in which the technology is necessary or beneficial to the story, and potential interviews and sources of information as if the student was indeed writing the story itself.

Video Editing Project: Students will be expected to learn basic image editing with Adobe Photoshop and basic video editing with Adobe Premiere. The instructor will be on hand to assist students with particular difficulties with these programs. This project will take place during class, but additional time in a computer lab may be necessary.

Google Alert Quizzes: Students will be required to set up Google Alerts for the terms “Drone” and “Drone Journalism,” in order to stay current on the rapidly evolving subjects of drone law, drone journalism, and advances in drone technology. There will be a short quiz at the beginning of most class periods on the content of these articles.

Blog posts: Weekly blog posts will cover assigned readings and other assignments at the discretion of the instructor.

Final Exam: The final exam for this class will be divided into two sections, (1) a standard written exam covering all course material, and (2) an operational exam. Both sections will be of equal value.

The operational exam can be thought of a bit like a “driver’s test,” demonstrating the student’s ability to operate a UAV in specific ways to the satisfaction of the instructor. The exam will cover each operational technique we have studied throughout the course of the class.

- Students will be individually guided by the instructor to perform a number of maneuvers with the UAV.
- Students will film a landmark chosen and placed by the instructor using several of the methods we will have studied.
- Students will take still shots of several landmarks placed by the instructor at different locations (and hopefully, elevations) on a field, akin to an obstacle course.
- Students will be responsible for editing and optimizing these photographs and video to the best of their ability under the monitoring of the instructor.

Deadlines: Understanding and working with deadlines is a critical part of journalism. No late assignments will be accepted without prior approval of your instructor.

Attendance and Participation: Class attendance is mandatory. Learning to operate an unmanned aerial vehicle safely and effectively is a physical skill of manual dexterity that can only be acquired through practice. Students who miss classes will not be given extra flight time with UAV hardware to make up for lost time, at the expense of students who attend class. If a student misses classes to the extent that the instructor feels he or she cannot safely operate the expensive DJI model drone, the student will not be able to take the operational exam, and will almost certainly receive a failing grade.

Grading Scale:

Blog Posts/Homework Assignments — 100 points

Weekly “Google Alert” Quizzes – 100 points

Drone Event Story Project – 200 points

Drone Promo Video Project– 200 points

Entrepreneurship: Drone Journalism Business Proposal Project — 200 points

Final Written Exam – 100 points

Final Operational Exam – 100 points

TOTAL: 1,000 points

A = 900-1,000 points

B = 800-899 points

C = 700-799 points

D = 600-699 points

F = 599 and fewer points

SEMESTER OUTLINE

Week 1:	Introduction to Unmanned Aerial Vehicles Entrepreneurship: Business Model Workshop (Part I)
Week 2:	Entrepreneurship: Business Model Workshop (Part II)
Week 3:	UAV Hardware and History
Week 4:	Unmanned Aerial Vehicle Operation Theory and Practice
Week 5:	Innovation with UAVs; Reporting with UAVs
Week 6:	Ethics of Drone Journalism
Week 7:	Drone Journalism Law and Evolving FAA Regulations
Week 8:	UAV Mounted Photography and Videography Techniques
Week 9:	Basic Photo and Video Editing
Week 10:	Project Work
Week 11:	Final Flight Practice
Week 12:	Operational Exam
Week 13:	Operational Exam
Week 14:	Operational Exam
Week 15:	Entrepreneurship: Drone Journalism Business Model Presentations Written Final Exam

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4802/DRONE JOURNALISM:

Students will be able to:

- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical structure;
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives to Be Mastered (Ability to Explain, Analyze, Understand, Think Critically):

Students will:

- Learn and apply their knowledge of journalism innovation to experiment with drone technology;
- Develop counseling and peer feedback skills; and
- Build teamwork skills.

Performance Standards to Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

Students will:

- Successfully analyze and suggest a drone solution(s) for news gathering and reporting in journalism;
- Work in small teams to develop a video project and formal presentation; and
- Offer constructive criticism by evaluating the work of their peers on a group project.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:

The course is designed to equip students with knowledge necessary to ...

Awareness:

- Address the possible uses of drones in journalism through classroom discussions, field testing, exams and group work.

Application:

- Students will review and analyze drone technology, research current Federal Aviation Administration (FAA) regulations pertaining to drones, and investigate other uses of drones to develop weekly blog articles and homework assignments. Each blog article and assignment will be graded.
- Students will successfully execute group work through field testing. This work will be graded (including a peer grade).
- Students will successfully complete an exam covering textbook material and supplemental articles on drone technology.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.