

COMM 4486-E01: Internship

Spring Semester 2020 - 100% Online

GENERAL INFORMATION

Instructor: Patrick Hadley, Ph.D.
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Google Voice: (404) 919-7349
E-mail: CourseDen Email (preferred) or phadley@westga.edu
Physical Office Hrs: Monday/Wednesday 10:00 am - 11:00 am; 3:00 pm - 4:30 pm
Virtual Office Hrs: Tuesday/Thursday 10:00 am - 11:00 am; 1:00 pm - 2:00 pm
(via CourseDen email or Google Voice phone/text)
(Other times or communication media, e.g., WhatsApp, can be arranged by appointment)

REQUIRED/RECOMMENDED MATERIALS

1. **Required: Site Approval**
 - a. Your internship supervisor should complete an [Internship Site Approval Form](#) no later than Friday, January 10th, at noon, **if the internship site is not on the Department of Mass Communications' [approved list](#)**. For many, your site is already pre-approved and re-approval is unnecessary. Please check with the faculty internship coordinator to determine if a site approval form needs to be completed and submitted.
 - b. You must submit the name and contact information for your on-the-job internship supervisor during the first week of classes. Please submit this information via the Discussions Tool in CourseDen.
2. **Required: On-site Supervisor Final Evaluation**
 - a. Your on-site supervisor must provide a final evaluation of your work.
 - b. Ask your on-site supervisor what materials you may need.
3. **Recommended:** Supplemental readings from selected textbooks, newspapers, magazines and online sites may be suggested throughout the course as well as the viewing of, or listening to, various online, radio, and television programs or examining selected online sites.

ABOUT THE COURSE

The Department of Mass Communications encourages students to pursue internships in the communications field. The internship must provide a learning experience in applying previous coursework from the Mass Communications curriculum. You must not be merely running errands or performing clerical duties.

Course Catalog Description: A hands-on, supervised, media field experience to apply and test knowledge and skills, and to network with professionals. Internship must be approved by your internship coordinator. To be approved, **internship must offer experiential learning in Convergence Journalism, Digital Media & Telecommunication, Film & Video Production, and/or Public Relations**; require majors to intern 45 hours for each credit hour enrolled or **135 hours if enrolled 3 credit hours**; and assign interns an immediate supervisor who has academic credentials and professional experience in the discipline.

Prerequisites:

- Declared Mass Communications Major
- Junior or Senior status
- ENGL 1102 Minimum Grade: C
- COMM 1154 Minimum Grade C
- A minimum of nine (9) credit hours of COMM 3000-4000 level courses
- Major GPA of 2.5 or above.

Course Learning Outcomes (applicability is determined by your specific internship):

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances. *(ACEJMC SLO1)*
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications. *(ACEJMC SLO2)*
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications. *(ACEJMC SLO3)*
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. *(ACEJMC SLO4)*
- Understand concepts and apply theories in the use and presentation of images and information *(ACEJMC SLO5)*
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity. *(ACEJMC SLO6)*
- Think critically, creatively and independently. *(ACEJMC SLO7)*
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work. *(ACEJMC SLO8)*
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. *(ACEJMC SLO9)*
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. *(ACEJMC SLO10)*
- Apply basic numerical and statistical concepts *(ACEJMC SLO11)*
- Apply tools and technologies appropriate for the communications professions in which they work. *(ACEJMC SLO12)*

Mass Communications Program Learning Outcomes:

ACEJMC Professional Values and Competencies: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program

should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

Values:

1. Freedom of Speech
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

Competencies:

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Statistics
6. Apply Technology



GRADING POLICY

The internship grade is based solely on the following:

- The final evaluation from your on-site supervisor
- Your journal entries and reflections via CourseDen
- Submission of samples of your best work at the end of the internship (if applicable)

Grading Scale:

S=Satisfactory

U=Unsatisfactory (no academic credit will be earned)

Internship Supervisor Final Evaluation: By Monday, April 27, 2020, the final day of classes, the on-site supervisor must complete and submit the designated [Supervisor Final Evaluation Form](#) (the faculty internship coordinator will send a password to the on-site supervisor). This document must be submitted before a final grade is provided to the intern. It is the intern's responsibility to remind the on-site supervisor to submit the evaluation form. The final evaluation form may be accessed via the hyperlink above or via the [Mass Communications Internship homepage](#).

e-Journal Entries: You are required to submit a e-journal, posted in the CourseDen Discussions area, answering specific questions posted there about your internship experiences this semester. Your journal entries should respond to specific questions that are presented in the Discussions area.

You must submit a journal entry for each of the topic areas listed below.

Internship Contact Information (Due Friday, January 10, 2020, at 12:00 Noon)

Please post the following information about your immediate supervisor. This information is necessary so that I can follow up with your supervisor as needed, including sending the password for the final supervisor evaluation.

- Company Name
- Company Mailing Address
- Immediate Supervisor's Name
- Immediate Supervisor's Title
- Immediate Supervisor's E-mail
- Immediate Supervisor's Contact Number

Expectations, Opportunities, Challenges (Due January 24, 2020 by 11:59 p.m.)

Once you have an opportunity to become familiar with your team members, internship responsibilities/expectations, and work environment/culture, discuss your expectations? Perceived exciting opportunities? Perceived challenges?

Assignments, Projects, Daily Activities (Due February 7, 2020 by 11:59 p.m.)

What are your major projects and tasks? Have you learned any new skills? Are your assignments to achieve your career aspirations or perform in the industry?

Relationship with Your Employer (Due February 21, 2020 by 11:59 p.m.)

Are you treated professionally? Do you receive adequate instruction and guidance? Does your internship supervisor observe your work or work closely with you and offer feedback? Are your supervisor's expectations of work quantity and quality consistent with yours?

Courses (Due March 6, 2020 by 11:59 p.m.)

How did your coursework relate to your internship duties? Did courses adequately equip you with knowledge and skill sets necessary to satisfy internship expectations? Which courses are you glad you completed, and which ones do you wish you had completed prior to interning with your employer?

You Choose (Due March 27, 2020 by 11:59 p.m.)

Please share whatever piques your interest, e.g., exciting opportunities, missed opportunities, challenges, etc.

Impressions (Due April 10, 2020 by 11:59 p.m.)

How did your experiences relate to your expectations? What did you learn about the career you plan to pursue or the industry? What was most and least valuable about the internship? Has this experience influenced your career choice?

Work Samples: If your internship involved writing or creating written, recorded, or online content (e.g., news releases, articles, training materials, invitations, brochures, blog posts, radio segments, TV clips), please include samples of your work with your report. If the material is available online, please include a link to the site where your best work can be viewed.

ATTENDANCE/HOURS LOGGED

Your attendance at your internship is **mandatory**, and you are required to log a **minimum of 135 hours**. You should work with your internship supervisor to develop a weekly schedule. It is your responsibility to keep track of your hours and submit them to your supervisor, if requested. Treat this experience as you would any type of professional employment. Show up on time (or earlier) and fulfill all duties. Keep an active line of communication with your supervisor throughout your internship.

COURSE SCHEDULE

(The schedule is **subject to change** to reinforce important concepts and maintain some flexibility.)

Dates	Content Topics	Due
Week 1		
Mon. Jan. 6	Mon-Classes Begin	
Fri. Jan. 10	Fri-Submit On-site Coordinator Contact Information Fri.-Drop/Add deadline at 11:59 pm	Fri. by NOON (Special Deadline) - Post "Intern Supervisor Contact Information" in CourseDen Discussions area
Week 2		No Assignment
Week 3	Expectations, Opportunities, Challenges	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Fri. Jan. 24		
Week 4		No Assignment
Week 5	Assignments/Projects/Daily Activities	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Fri. Feb. 7		
Week 6		No Assignment
Week 7	Your Relationship with Your Employer	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Fri. Feb. 21		
Week 8		
Fri. Feb. 28	Fri.. - Last day to withdraw with a grade of "W" from Full Session courses (Reminder: there is no refund associated with withdrawing from a course.)	
Week 9	Your Courses and Internship	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Wed. Mar 4	Wed. - MEDIA DAY	

Fri. March 6		
Week 10		No Assignment
Week 11 Fri. Mar. 27	Personal Choice	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 12		No Assignment
Week 13 Fri. Apr. 10	Overall Impressions	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 14		No Assignment
Week 15		No Assignment
Week 16 Mon. Apr. 27	Internship Supervisor Assessment Last Day of Fall Classes (4/27)	Fri. April 27th at 11:59 pm – Internship Supervisor Final Evaluation due
Thursday, May 7th	Spring 2020 Graduation	

Note: I wish to acknowledge and thank Dr. Camilla Gant, Dr. Bradford Yates, Dr. Soo Moon, and Dr. Amber Smallwood for allowing me to use parts of their syllabi to design this one. I appreciate their generosity.