

## MMJC 9700 Syllabus

Instructor: Jeremy Copeland  
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### **Description**

During their internships, students will have the opportunity to gain sustained practical experience applying what they have learned in class in a journalistic or communications setting.

### **Program level learning outcomes**

After completing this course, students will:

- 1) Have the professional capacity to perform to professional and ethical standards with colleagues, sources, stakeholders, and community. Develop skills to adapt and thrive in a changing media landscape.
- 2) Be discriminating storytellers who process complex ideas and presents them in a way to create compelling and accessible communications.
- 3) Recognize gaps in personal knowledge and develop techniques and resources to address them.

### **Evaluation**

Students will receive a Pass/Fail grade for this course. You must complete all assignments to pass.

### **Expectations**

Students are expected to demonstrate a responsible, professional approach toward their work at all times while on placement. Your performance must meet a standard that could allow the employer to act as a reference without hesitation.

### **A note on why the assignments are important**

It may seem as though you're doing enough, working in the field full-time and thinking about your capstone project, but the reflective activities are a critical part of the process of becoming a professional. Reflection will help you build up your own INTRINSIC motivations. What does that mean? **Watch Dan Pink's TED Talk for how intrinsic motivations will be a key to success in the 21st century.**

Pink's message is that people are more productive and happier if they have:

- Autonomy: to be able to do what interests them
- Mastery: to be able to do it well
- Purpose: to feel they're doing it to benefit others.

During the course, you'll be using the reflective components to help you start to understand what your intrinsic motivations are – your first steps to a more enjoyable and rewarding career.

You should also watch Chimamanda Ngozi Adichie's TED Talk about The Danger of a Single Story.

[https://www.youtube.com/watch?v=D9lhs241zeg&feature=emb\\_title](https://www.youtube.com/watch?v=D9lhs241zeg&feature=emb_title)

One message I want you to draw from her talk is to be creative when you are looking for stories, angles and approaches to your work.

## Assignments

### 1. Experiential Learning

Students must complete their internship. This requires completing the work on, or similar to, the job description for the internship. The internships must be the equivalent of at least 6-weeks full-time work.

### 2. Reflective Tasks

An important part of the internship is reflecting on the experience. Please adjust the due dates accordingly if your internship doesn't run from May 10<sup>th</sup> to July 16<sup>th</sup>.

#### a) Reflection Paper #1: Setting Goals **Due Sunday May 16<sup>th</sup> at 8 pm**

This should be about 250 words but can be longer if you want. What are your goals for this internship? What do you hope to get out of it? What specific experiences do you want to have under your belt that you can talk about when you are applying for jobs in the near future? Feel free to talk about any of the goals you might have, be they personal or professional. Do you have a plan for meeting them? Submit your reflection on OWL.

b) Optional one-on-one meeting with Jeremy. You can request a meeting with Jeremy at any point if you are running into problems on your internship or if you are looking for guidance for any reason. It is recommended that at some point during the third or fourth week of your internship you meet with Jeremy to talk about how things are going. This is an optional meeting. It is not required to pass the course.

#### c) Reflection Paper #2 Midway **Due Sunday June 20<sup>th</sup> at 8 pm**

Around the half-way point, students will be expected to write a 500-word observation of their notable experiences/thoughts through their placement so far. This reflection should be submitted electronically to the instructor on the OWL site. There is no set format for this paper. Here are some questions to get you going:

Is your personality a good fit for this organization?

Are you a good fit for the industry you're working in?

What are your strongest attributes working as an intern?

What areas need work, and what have you done to address those areas?

What contributions are you most excited about making?

What have you learned about the routine or boring parts of the job?

What new skills have you learned since beginning the internship?

Have you discovered what tasks you love or are just very good at?

Have you identified any skill sets that you think you still need or would like to acquire? If so, what's your plan for developing them?

#### d) Final Reflection Paper #3 **Due July 25<sup>th</sup> at 8 pm**

At the end of the internship, students will write a 750-word paper reflecting on their experiences. Submit it on OWL. There is no set format for this paper. Here are some questions to get you going. Reflect on your experiences and how they fit into your:

- Intrinsic motivations: autonomy, mastery and purpose (from Dan Pink's TED Talk)
- Educational experience
- Career goals
- Personal needs for work culture and lifestyle
- Affective understanding of the place of journalism/communication in society
- Plans to build on your existing skill sets, and new skills you want to develop.
- Career goals. Has the internship changed your goals? Why or why not?

**Evaluation Form**

Students are expected to complete evaluations of their internship placement and employers will be asked to evaluate the student's internship. Near the end of your internship FIMS will send you an evaluation form that you must request to your employer to complete. The documents will ask the employer to discuss the evaluation with you. This provides you an opportunity to receive formal feedback about your abilities, proficiencies, strengths and weaknesses during the internship. Both student and employer sign the form and it is sent back to the Graduate Student Services Office [fims-coop@uwo.ca](mailto:fims-coop@uwo.ca) at FIMS for record purposes. The evaluation gives the Faculty a view of the student from the outside and may provide both parties with guidance for the future. If the evaluation is not completed by the end of your work term the MMJC program will contact your employer and request that your supervisor complete the form. A passing grade cannot be issued for the course until the evaluation is returned. A delay in getting the form completed can delay you receiving a grade for the course.

**Problems/Concerns**

Should any difficulties occur, students and employers are encouraged to immediately contact Jeremy Copeland at [jcopela4@uwo.ca](mailto:jcopela4@uwo.ca) or at 519 280-9982.

**Support Services**

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.