

JOUR 5570
Travel Writing in Prague
Maymester 2017
Syllabus

"I soon realized that no journey carries one far unless, as it extends into the world around us, it goes an equal distance into the world within."

----Lillian Smith

"To the lovers of learning, life is pure adventure shared with adventurers."

----Pearl S. Buck

"Travelers and tourists, the distinction is simple: Tourists are those who bring their homes with them wherever they go, and apply them to whatever they see. They are closed to experiences outside of the superficial. Travelers, however, leave home at home, bringing only themselves and a desire to learn."

----Gary Langer

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The course syllabus is a general plan for the course; deviations announced to the class by the Professor may be necessary.

Welcome to an adventure in travel, journalism, and international exploration! In this course, we will explore a new city and culture together and learn how to effectively communicate what we see and learn with others.

This course will help you develop your skills as a journalist, writer, and multimedia storyteller. You will learn about travel as we travel and about the differences in experiences, perspectives, and priorities that exist between nations, cultures and peoples. You will see for yourself the importance of place, history and experience as forces that shape even the most routine stories you report as a journalist. And you will have the chance to explore your personal passion – whether politics, culture, science, art, the environment, or any other topic – in the context of a different nation and culture.

Above all, you will learn new approaches to being a great journalist, writer, and storyteller.

In this abroad experience, you chosen a priceless opportunity to not merely see the city of Prague and the Czech Republic. As journalists, you will have the opportunity to meet the people of Prague, to

talk with them, and to learn about them and from them in ways that most tourists never experience. The city itself will be our classroom, and the international environment will challenge you to develop your skills in interviewing, observation, and understanding to their highest levels. We also will learn about the critically important travel and tourism industries, and the important role that journalists play in those industries. As Professor John F. Greenman states in his Introduction to the textbook we will use in this course, to “...take seriously this large, fast-growing industry (travel.) Doing so now is especially important, as spending on foreign news coverage is in sharp decline. Indeed, it makes sense to think of travel journalists as a type of independent foreign correspondent.”

So welcome, again, to a great experience and a great adventure!

COURSE GOALS:

1. To learn and practice the essential skills and knowledge required of the travel journalist
2. To produce two complete multimedia stories; one that is essentially a travel guide topic and a second that allows the student to dive deeper in his or her particular area of interest, whether historical cultural, political, etc.
3. To learn about the diverse audiences with an interest in travel journalism and how to reach them
4. How to sell and fund your work

Required Readings for the course:

To be read before departing for Prague: “Czech Republic—Culture Smart! The Essential Guide to

Customs and Culture by Nicole Rosenleaf Ritter (\$6.89 on Amazon; \$6.55 Kindle edition).

Greenman, J. *Introduction to Travel Journalism: On the Road with Serious Intent*. Peter Lang (Oxford, 2012). www.travel-journalism.com

Clark, R.P. *Writing Tools: 50 Essential Strategies for Every Writer*. Little Brown (Boston, 2008).

CIA and U.S. State Department. (2012). *Country Studies: A brief, comprehensive study of The Czech Republic*. (Author). (You can find this free on the Internet).

Several different “36 hour in XXX” text and video stories in the *New York Times*

Recommended Readings for the course

An up-to-date travel guide to the city of Prague and The Czech Republic

A Czech language phrase book (WiFi may not always be available for Google Translate)

Information about the history of the Czech Republic and the city of Prague

Course Rules:

These rules are necessary to ensure the safety and security of all participants. Violation of any of these rules may lead to your being immediately sent home at your own expense and receiving a failing grade in the course. These rules will be in effect 24-hours per day, 7 days per week from the start of the course at 6 p.m. on May 8 until the end of the course at 12: p.m. on Saturday, May 28. This includes all weekends and “free time.” No exceptions.

- 1) No program participant may rent an automobile or personally drive an automobile. Only public transportation and commercial transportation services such as trains, buses, subways, taxis and car services may be used.
- 2) All program participants must keep their cell phones with them and charged at all times to ensure that they can reach the program leaders and the program leaders can reach them, if necessary.
- 3) Program participants must travel in the company of at least one other program participant at all times, with larger groups encouraged. We are all responsible for making sure that every other person in our program *always* has someone to accompany him or her when they have to go somewhere or meet with someone for a story; when going out in the evenings; and when traveling on the weekends. We are each other’s keepers.
- 4) All program participants are required to behave in a mature, professional and appropriate way at all times, never forgetting that they are public representatives of the University of Georgia and the United States of America while traveling overseas in this program. Any program participant who is found to be engaging in disruptive, damaging, or illegal behavior of any kind, or who is arrested by local authorities for legal or behavioral violations, may be sent home immediately. This includes any use of illegal drugs. It also includes the legal but excessive use of alcohol such that it causes disruption to our program, causes excessive absences from class by the participant, or creates problems or is disruptive to the participant’s roommate or classmates.
- 5) In these volatile political times, no program participant may attend or participate in any public political gathering, protest or rally during the program, regardless of the purpose or cause of the rally.

Grading:

Class attendance, participation, group teamwork:	15%
Book Review	5%
36 Hours in Prague Story Online	20%
36 Hours in Prague Video Story	20%
Topical Story Online	20%
Topical Video Story	20%

Note: Any student who has to be sent home for disciplinary reasons will automatically receive an “F” in the course.

Ethical Standards

As a University of Georgia student, you have agreed to abide by the University’s academic honesty policy, “A Culture of Honesty,” and the Student Honor Code. All academic work must meet the standards described in “A Culture of Honesty” found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

Each student is responsible to inform himself or herself about those standards before performing any academic work.

Communication:

Communication is a key professional skill. Please alert me to problems or issues that may interfere with your performance in the class. I recognize that everyone in this course is an adult with responsibilities besides school. There are no problems that we can't solve together.

Notice for Students with Special Needs

Any student who is working with the any of the University’s Offices of Disability Services and who needs special consideration in assignments **must** let me know by April 30, 2017, so we can make all appropriate arrangements before leaving. Additionally, any student who needs this syllabus and/or other materials made available to him/her in a format other than a standard printed format -- such as in Braille or on tape – also should let me know by April 30, 2017.

Service Dogs/Service Dogs-in-Training

The University of Georgia has established a formal policy concerning the presence of Service Dogs and Service Dogs-in-Training on campus and in classrooms. Any student who plans to participate in this study abroad program accompanied by a service dog or service-dog-in-training is responsible for learning about the University of Georgia’s policies regarding service animals in study abroad programs. The student also is responsible for fully informing himself/herself about, and complying with, all applicable laws and regulations governing the import and/or transport of animals in each of the countries through which the student and service dog will pass while traveling to, from, and during the class. The student also is responsible to contacting all of the hotels in which he/she will be staying during the class prior to departure to inquire whether the dog will be accommodated. Laws regarding service animals differ from

country to country. A student accompanied by a service dog is solely responsible for paying any and all fees associated with bringing the service animal along during participation in this course.

Monday, May 8

- Arrive, check in
- 6:30 p.m. — Welcome dinner, Purple Basil, Marriott Courtyard Prague Flora.
- Distribute cell phones and Hotel Address Cards
- Brief team on local logistics
- Discuss 36 Hour story topics

Tuesday, May 9

- Class: 9-10:15 a.m. – Guest Lecture on the Czech Republic and Journalism in the Czech Republic by Mr. Jeremy Druker of TOL
- Reporting exercise: Begin preliminary reporting on both stories. Learn to use the subway, trams and buses. Ride the length of Tram #22, the “tourist” tram
- Class: 4:45-6:00 p.m. – Introduction to the course, review of the syllabus. What is travel journalism? Who is the travel journalist? Read Greenman, Chapter 1 and its Case Study
- Discuss Story topic ideas

Wednesday, May 10

- Class: 9-10:15 a.m. – Who is the audience for travel journalism? Read Greenman, Chapter 2
- Reporting exercise: Continue preliminary reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting exercise

Thursday, May 11

- Introduction to Visual Story Telling
- Reporting exercise: Finish preliminary reporting on both stories
- Class: 4:45-6:00 p.m. Due: Draft story idea memos for both stories for coaching sessions

Friday, May 12

- Class: Class: 9-10:15 a.m. – How do you reach the audience for travel journalism? Read Greenman, Chapter 3
- Class: 4:45-6:00 p.m.– Introduction to video editing with Adobe Clip

Saturday, May 13

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Sunday, May 14

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague

Monday, May 15

- Class: 9-10:30 a.m. – Story approaches and sourcing. One-on-one coaching sessions with Prague experts –Each student will have three coaching sessions, spaced between 10:30 and 4:30 p.m.
- Continue reporting on both stories
- Class: 4:45-6:00 p.m. – Due: Revised story idea memos for both stories based on coaching sessions

Tuesday, May 16

- Class: 9-10:15 a.m. – Read Greenman, Chapter 4 and its Case Study
- (Note: By end of the day, students will receive feedback from Hollifield and Kor on their revised story idea memos.)
- Approaches and sourcing ... (continued)
- Continue reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting

Wednesday, May 17

- Class: 9-10:15 a.m. – Story elements including video elements
- Continue reporting on both stories
- Class: 4:45-6:00 p.m.– Debrief reporting and video story highlights

Thursday, May 18

- Class: 9-10:15 a.m. – Story structure-video package structure
- Continue reporting on both stories
- Class: 4:45-6:00 p.m. – Debrief reporting

Friday, May 19

- Class: 9-10:15 a.m. – Drafting and revising text and video package script
- **Noon. Depart for Berlin,**

Saturday, May 20

- Visit Sachsenhausen Concentration Camp outside of Berlin

Monday, May 22

- Off – Optional, on-your-own, in pairs or larger group, travel away from Prague. Optional trip to Berlin – head back to Prague.

Tuesday, May 23

- Class: 9 a.m.-12:00 Noon – Publishing no longer about query letters: finding opportunities online. Read Greenman, Chapter 5 and 6 and its Case Studies;
- Noon-4:45 p.m.: Writing day on story or 36-hours project; feedback and coaching from faculty and Annette Betz
- Class: 4:45-6:00 p.m. – Debrief draft and package scripts

Wednesday, May 24

- Class: 9-10:15 a.m. — Funding at the center of the debate about travel journalism: finding opportunities. Read Greenman, Chapter 7 and its Case Study
- Writing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief drafting

Thursday, May 25

- Class: 9-10:15 a.m. – Debrief draft and first video package
- Writing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief drafting and revisions on video package
- Due: Story and video package or 36-hours project

Friday, May 26

- Class: 9-10:15 a.m. – Debrief revising; documentary producing
- Writing and editing day on story or 36-hours project; feedback and coaching as requested
- Class: 4:45-6:00 p.m. – Debrief revising
- Due: Story or 36-hours project

Saturday, May 27

- Class: 9-10:15 a.m. Evaluation
- Check out, depart for the U.S. or elsewhere