

## **COM 960: COMMUNICATION INTERNSHIP**

Fall 2009

Fall internships are approved by Dr. Sue Jansen. The deadline to register the internship is Friday, September 18.

### **CONTACT INFORMATION:**

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Media and Communication Department  
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You are strongly encouraged to remain in contact with your faculty supervisor throughout the semester via email.

### **WEBSITE:**

[www.muhlenberg.edu/mediacom/courses/internships](http://www.muhlenberg.edu/mediacom/courses/internships)

Our departmental website provides you with essential information about your summer internship, including links to registration form, journal assignment guidelines, the Muhlenberg College Internship Manual (and required evaluation forms).

### **DEADLINES:**

**September 19, 2009**      **Deadline for** registering a fall internship.

**October 23, 2009**      Midterm evaluation due to faculty supervisor

**December 11, 2009**      **Materials due to** faculty supervisor, by 12 PM

Read this document thoroughly and carefully. Internship experiences are for mature and responsible students only: students who are capable of independently exercising good judgment and self-discipline in following guidelines and meeting deadlines.

## **Materials due no later than December 11, 2009**

Midterm evaluation  
Final evaluation  
Resume and cover letter  
Five essays  
Daily journal, including time log

### **SITE COMPONENT: REQUIRED HOURS:**

The Media and Communication Department requires a total of **between 150-175** hours to be distributed over the semester in a manner that is mutually agreed upon by site supervisor and intern, as well as approved by the faculty supervisors. This is a minimum commitment. Some very competitive internships, as well as sites that pay interns, may require more hours. It is important that you have a clear understanding with your supervisor about the time you are committing to the internship. Regular and punctual attendance is a must. Spotty attendance or other forms of behavior deemed irresponsible will impact your grade severely and negatively.

NOTE: It is your responsibility to keep a log of your hours completed at site in your daily journal, indicating the number of hours completed each day while at site.

### **ACADEMIC COMPONENT:**

#### GRADING

Internships are pass/fail. Note that the internship does **not** count as one of the nine courses required to fulfill major requirements. The internship may be at either an off-campus or an on-campus site, approved by the faculty supervisor. Your grade is determined by: (a) the quality of the reasoning, writing, and where relevant, research demonstrated in completing the academic (written) component of your internship; (b) the quality of your performance on site, as assessed by your site supervisor in mid-term and final evaluations, and as described in your daily log; and (c) the level of responsibility and maturity you demonstrate in familiarizing yourself with and following college and departmental policies in applying for and in carrying out the internship as well as the 'professionalism' you display on site.

**Site evaluations 40%\***

**Essays 25%**

**Log (or journal) 20%**

**Personal and Professional Responsibility 15%**

\* **Note:** Most Muhlenberg Media & Communication majors receive scores of 4 or 5 on the items on the numerical scale that site supervisors use in evaluations. Site supervisors do, however, vary in their interpretations of this scale. Occasionally, for example, a site supervisor might regard a 3 as a very good score for a student. This is why it is extremely important that you see to it that your site supervisor fills out the nonnumeric, narrative,

part of the evaluative form as it can serve as a counterbalance in such cases. We send the site supervisor evaluative forms and ask them to complete them in a timely fashion; however, it is your responsibility to see to it that they actually do so. You are required to sign the evaluative form once the site supervisor has completed it. The site/supervisor is expected to discuss the evaluation with you. If the site supervisor does not initiate the evaluative process at the mid-point (approximately) and at or near the completion of your site experience, then you should remind him or her to do so.

## ASSIGNMENTS:

### DAILY LOG

All students are expected to keep a written daily log of their activities on site. You may submit the log for review at midterm if you wish. The log (or journal) should serve as a record of your learning experiences and a record of your hours on-site. You should describe your experiences and responsibilities, and explore any challenges you encounter in terms of skills, interpersonal dynamics, or ethics. Usually entries in the log are longer early in the experience when everything is new, and become briefer as the experience becomes more routine. (See the handout on the internship website for more instruction.)

### RESUME & COVER LETTER

All students are also required to submit a copy of their resume and cover letter, prepared when you applied for the internship. If you bypassed this required step, you are still required to prepare a high quality resume and thorough cover letter, since this is good preparation for future job applications.

### ESSAYS

Students who are enrolled in the internship must submit a series of 5 essays on the internship experience. The essays should be carefully written, typed, and proofread. They may be made available to other students seeking internships in the future. Consider future students, not your instructor, as the primary audience for your essays. The essays may vary in length according to topic, but all will be relatively short (1-5 pages). Essays may be submitted at the end of the internship.

**Essay #1: How I Found the Internship.** Write a short, practical guide to future students. This essay is usually very short, often less than a page. Include relevant information such as book titles, websites, or helpful interview strategies.

**Essay #2: A Typical Day on the Internship.** Build on your journal/log entries to describe a typical day in detail.

**Essay #3: The Most Interesting or Exciting Project of the Internship.** Describe what made the project interesting or challenging and how you met the challenge. You may want to include a copy of the project, e.g., a brochure you prepared, a video that you worked on, or some other relevant and high quality example of your work.

**Essay #4: The Worst Day on My Internship.** Describe the frustrating aspects of the internship, the struggles you faced, and explain how you resolved or navigated them.

**Essay #5: How My Classroom Learning Prepared me for the Internship.** Be specific. Describe the communication theory or theories that helped you make sense of your internship experiences. The emphasis here is on bringing theory and practice together. The goal is to encourage you to reflect on what you have learned so far both in and out of the classroom as well as to encourage you to think about how these learnings are related. For example, some students may use a specific theory to analyze the images produced by the advertising that supports the television program on which they are working. Others may consider how the genres and writing styles explored in Writing for the Media prepared them for an internship in public relations. Others may take more philosophical approaches; for example, you may discover during your internship that you have a talent for and new interest in visual communication and you may wish to explore this interest more fully in your concluding essay. There are many ways of approaching this assignment. As long as you are, in some sense, thinking seriously about the link between theory and practice, you are on the right track. This essay will probably be the longest and most challenging in your series. It should be about five pages long. *(Cautionary note: A sure way to earn an F on this essay is to write that your college experience did not prepare you in any way for the internship experience. Such answers demonstrate careless thinking, an unprofessional approach to the internship experience, and a negligent approach to your schoolwork generally.)*

Keep photocopies of all of your work. If your site supervisor mails your final evaluation you are responsible for making sure it arrives on time. The faculty advisor cannot assign a final grade without this document.