

9-2013

## JRNL 100H.01: Media History and Literacy

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# **JRNL 100H**

## ***Media History and Literacy***

### **Syllabus - Fall 2013**

**Scope:** This is a survey course of mass media – newspapers, magazines, books, television, radio and the World Wide Web – and journalism and their effects on American history and culture. It also includes an introduction to media literacy and the profession of journalism. The course traces the historical development of mass media from the invention of the printing press in 15<sup>th</sup> century Germany to the explosion of the Internet around the world in the 21<sup>st</sup> century. It also examines how media have helped shape history, culture and government in the United States and other countries. Students will learn basic critical thinking and media literacy skills to help them become smart media consumers.

**Grading options:** This course must be taken for a traditional letter-grade. No-credit grading is not permitted. The Montana University System's plus/minus grading system will be used in this class.

**Class meets** Tuesdays and Thursdays, 9:40-11:00 a.m., in SS 352.

**Frequency of Offering:** This course is offered in autumn semesters.

**Instructor:** Lee Banville, Associate Professor, School of Journalism.

**Office:** Don Anderson Hall 406

**Office hours:** Mondays 2-4 p.m. and Wednesdays 11 a.m. - Noon. I'm also available at other times by appointment.

**Office phone:** 243-2577.

**My regular e-mail:** [lee.banville@umontana.edu](mailto:lee.banville@umontana.edu).

**Required textbook:** *Mightier than the Sword*, Third Edition, by Rodger Streitmatter. The UC Bookstore has this book. Read the assigned chapters before class.

Information on the text is available on Moodle.

**Examinations** occur on September 26, November 5 and December 13. Midterm 1 covers the course up to that date. Midterm 2 covers the course since Midterm 1. The final is cumulative. Exams cover lecture material, including main points from the video clips shown in class, plus corresponding textbook chapters. Exams are machine-graded multiple-choice.

**Successful Jrnl 100 students will:**

- **Demonstrate an understanding of how and why mass media developed, and the roles they have played in global history, culture and democracy.**
- **Demonstrate an understanding of the importance of journalism in a free society.**
- **Understand the role journalism has played at critical moments in the nation's history.**
- **Analyze the historical, cultural and political impact of selected readings, photographs and audio, video and film clips.**
- **Develop media literacy through critical thinking.**
- **Foster a better understanding of the business, journalistic and ethical issues facing media companies and individual journalists.**
- **Develop a basic understanding of communication theory and the role of mass media in modern communication.**

## **Course Grading**

Attendance	10%
First Midterm exam	20%
Second Midterm exam	20%
Film Essay	20%
Final exam	30%
A/A-	90-100
B+/B/B-	80-90
C+/C/C-	70-80
D	60-70
F	Below 70

**No student may pass the course without taking all three exams.**

**Paper:** You will write one three- to four-page, double-spaced paper for this class. The paper will account for 20% of your final grade. You will write about one of the three films/documentaries we will be watching over the course of the semester. You will take notes during the in-class viewing and then **all essays will be due on the last day of class (Dec. 5, 2013).**

**Attendance and participation:** Come to class and stay for the entire class period. We cover vast amounts of material. A good portion of each lecture is video material that cannot be repeated. Most video clips shown in class are not available in the library. **Several times during the semester I will give you short writing assignments that will count toward your attendance grade. I will not announce the dates of these assignments in advance. You will have about ten minutes to complete the assignment. Be sure to write legibly and put your name on each assignment.** If you have questions, talk to me after class or visit during office hours.

**Cell phones** must be off or on vibrate while you are in class and must be off and totally out of your sight during examinations. Do not answer a call during class. Anyone whose phone rings during class will be made fun of by me.

## **Academic Honesty**

I expect your honesty in presenting your own work for this course. Academic misconduct at The University of Montana is subject to an academic penalty ranging from failing the assignment to expulsion from the university. Students need to be familiar with the Student Conduct Code. <http://www.umt.edu/SA/VP/SA/index.cfm/page/1321>

## **Plagiarism**

As defined by "The University of Montana Student Conduct Code" plagiarism is: "Representing another person's words, ideas, data, or materials as one's own." This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

## **Students with Disabilities**

Students with disabilities will receive reasonable modifications in this course. Your responsibilities are to request them from me with sufficient advance notice, and to be prepared to provide verification of disability from Disability Services. Please speak with me after class or during my office hours to discuss the details. For more information, visit the Disability Services for Students website at <http://life.umt.edu/dss>.



# Class-by-Class Topics and Assignments

## SUBJECT TO CHANGE

Tuesday	Thursday
Aug 27 – <b>The Media:</b> Class requirements and an introduction to the idea of media and the mass media. Buy your textbook and read Economist posted on Moodle for Thursday.	Aug 29 – <b>Class Two: Reformation and the Printing Press:</b> Examines the profound impact media can have on societies by examining the spread of Martin Luther’s message and its parallels with today’s social media.
Sept 3 – <b>Books:</b> How the invention of moveable type in Germany in 1440 led to a revolution in communication. How books and publishing have developed from Gutenberg’s Bible to the Kindle and beyond. Read for Thursday: Streitmatter, Chapter One	Sept 5 - <b>Revolution and Printing:</b> The early developments of journalism and printing in the colonies and the critical moments that led to the First Amendment.
Sept 10 - <b>First Amendment and Early Tests:</b> Examines the legal and societal implications of the First Amendment and the challenge posed by the Alien and Sedition Act. Explores the Watchdog function of the press. Read for Thursday: Streitmatter, Chapters Two and Three	Sept 12 – <b>Abolition and Women’s Suffrage</b> Explore the growth of newspapers, its expanding political impact and the rise of advocacy press in the mid-19 <sup>th</sup> to early 20 <sup>th</sup> Centuries. Read for Next Tuesday: Streitmatter, Chapter Five
Sept 17 – <b>The Newspaper Wars:</b> America’s “Penny Press” and “Yellow Journalism” in the 19 <sup>th</sup> Century, to the pressure the Internet has put on newspapers in the 21 <sup>st</sup> Century.	Sept 19 - <b>“Page One”</b> Begin documentary that follows a year inside The New York Times.
Sept 24 - <b>“Page One”:</b> Newspapers After the Fall Finish documentary about The Times. Discuss the financial situation of newspaper industry generally. The New York Times pay wall. Local newspapers and their value in the community.	Sept 26 – <b>MIDTERM EXAM #1:</b> Bring a No. 2 pencil. We provide the answer card. Read for Next Tuesday: Streitmatter, Chapter Six
Oct 1 - <b>Magazines and Muckraking:</b> From the emergence of magazines in the 18 <sup>th</sup> Century, to the general-interest magazines of the 19 <sup>th</sup> Century, to muckraking and the rise of specialized niche publications in the 20 <sup>th</sup> Century.	Oct. 3 - <b>Life, Photojournalism and War:</b> From the development of photography in journalism during the Civil War to the influence of photographers like Ansel Adams, Alfred Eisenstaedt, Margaret Bourke-White and others. Also a look at the role of photographers in covering news around the world, especially in combat areas.
Oct 8 - <b>Radio, the Titanic and the birth of NBC:</b> From Marconi’s work in Germany and England in the 19 <sup>th</sup> Century, to commercial AM and FM radio and its regulation and deregulation in the 20 <sup>th</sup> Century, to satellite and Internet radio in the 21 <sup>st</sup> Century. Read for Thursday: Streitmatter, Chapters Eight and Fourteen	Oct 10 – <b>Talk Radio:</b> Examine the evolution of radio as a source for news, information and opinion. Special focus on the radio broadcasts of Father Coughlin and Rush Limbaugh. Read for Next Tuesday: Streitmatter, Chapter Nine

Oct 15 – <b>WWII, Radio and Broadcast News:</b> Explores the role of radio reporting in World War Two and how that helped launch broadcast news and later television reporting of Edward R. Murrow.	Oct 17 – <b>Television:</b> The battle over who invented television between American Philo Farnsworth and Russian Vladimir Zworykin in the early 20 <sup>th</sup> Century through the first broadcasts, the developments of networks, cable and satellite television, and the digital transition in the 21 <sup>st</sup> Century. Read for Next Tuesday: Streitmatter, Chapter Ten
Oct 22 – <b>Murrow, Red Scare and the Evolution of TV News:</b> Power of pictures. The legacy of Edward R. Murrow. Murrow vs. McCarthy. <i>Harvest of Shame</i> . Line between entertainment and news (infotainment). Problems of 24-hour news channels. Bias charges. Read for Thursday: Streitmatter, Chapter Eleven and Twelve	Oct 24 – <b>Media, War and Cynicism:</b> Examine the increasing rift between journalists and the government with a special focus on Vietnam and military reporting. Read for Next Tuesday: Streitmatter, Chapter Thirteen
Oct 29 - <b>All the President's Men</b> We will be watching the famous story of the Washington Post and Watergate and examining how it reflects issues of anonymous sources and the role of the press as watchdog.	Oct. 31 - <b>All the President's Men</b> Finish watching the film. Discuss.
Nov 5 – <b>MIDTERM EXAM #2:</b> Bring a No. 2 pencil. We provide the answer card	Nov 7 – <b>Media Law and Ethics:</b> Prior restraint. Libel definition and defenses. Historic ethics traditions. Objectivity vs. fairness, photo manipulation.
Nov 12 – <b>World Wide Web:</b> The development of the Internet beginning with ARPAnet in the United States in 1960s, to the Tim Berners-Lee's work in Switzerland that created the World Wide Web in 1989. Fiber optics. Protocols that make the Web work. The Internet's "killer application." Browsers. Emergence of social media in the 21 <sup>st</sup> Century.	Nov 14 – <b>Web News, Information, Blogs and Issues:</b> The web as a commercially viable news distributor. Blogging as "citizen journalism." Impact of blogging on current events around the world- Iran elections and Twitter. Read for Next Tuesday: Streitmatter, Chapter Fifteen
Nov 19 – <b>9/11 and the Media:</b> Examine the coverage of the terrorist attacks of 2001 and what they tell us about the modern media and journalism.	Nov 21 – <b>Global Media:</b> Read Ch 15. Cultural imperialism. How Hollywood plays in the Muslim world. Al Jazeera, China etc. Worldwide media empires. Censorship and media control around the world. We will also begin watching "Control Room."
Nov 26 - Finish " <b>Control Room</b> "	Nov 28 - <b>Thanksgiving- NO CLASS</b> Read for Next Tuesday: Streitmatter, Chapter Sixteen
Dec 3 – <b>Media Bias: Obama to Boston</b> Explore the concept of media bias by reviewing the coverage of the election of the first African American president and the aftermath of the bombing of the Boston Marathon.	Dec 5 – <b>Bias and Recap</b> Complete bias exploration and review for the final.  <b>PAPERS DUE (Printed, not emailed.)</b>
<b>Friday, Dec 13, 10:10 a.m. to 12:10 p.m. FINAL EXAM</b> Bring a No. 2 pencil. We will provide the answer card.	