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JRNL 100H.50: Journalism and American Society

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JRNL 100HY
Journalism and American
Society
Syllabus – Spring 2022
(Subject to change)

Instructor: Ray Fanning, Associate Professor, School of Journalism
Office: Don Anderson Hall 405
Office hours: 9:00-11:00 a.m., Tuesdays and Thursdays, or by appointment.
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Class Meets:
Online Course

Required Textbook:
“Media Essentials,” Fourth or Fifth Edition, by Campbell, Martin and Fabos.
Other readings and videos are posted on Moodle.

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 15th century Germany to the explosion of the Internet around the world in the 21st 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.

Learning Goals:
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.

General Education: Historical Studies Learning Goals:

Successful JRNL 100 students will:

- Critically analyze and evaluate primary sources – such as texts, pictorial evidence, oral histories, music, and artifacts- within their respective historical contexts.
- Synthesize ideas and information in order to understand the problems, causes, and consequences of historical developments and events.

General Education: Democracy and Citizenship Learning Goals:

Successful JRNL 100 students will:

- Demonstrate informed and reasoned understanding of democratic ideas, institutions and practices, from historical and/or contemporary perspectives.
- Analyze and evaluate the significance and complexities of engaged citizenship.
- Articulate the causes and consequences of key historical and/or contemporary struggles within democratic systems or their antecedents, including but not limited to those pertaining to issues of diversity, equity, and justice.

Grading:

20% Forum Posts
25% Exam #1
25% Exam #2
30% Final Exam

There is no extra credit available for this class

Grading Scale: If your final average falls between two grades, I round up from .5

A 93-100

A- 90-92

B+87-89

B 83-86

B- 80-82

C+77-79

C 73-76

C- 70-72

D 60-70

F Below 60

Participation:

Five times during the semester you will have an assignment to post a comment to the course forums on Moodle. The posts have a limit of 300 words. The grades on these posts will make up 20% of your grade. **Be sure to double check to confirm that your post has saved to Moodle. I will not accept posts after the deadline.**

Rating	Criteria	Score
Excellent	Surpasses requirements- well written(uses correct grammar, punctuation, spelling, capitalization, etc.)- directly addresses all parts of the question and incorporates and cites additional research and specific examples from outside the assigned readings and videos. <u>Wikipedia and other online encyclopedias are NOT acceptable sources.</u>	90-93

Rating	Criteria	Score
Good	Directly addresses all parts of the question, written clearly and logically	80-89
Satisfactory	Directly addresses some parts of the question, expresses ideas in an understandable way	70-79
Poor	Does not address the question, confusing or unclear	60-69
No post	No credit	0 Points

Moodle:

The entire course will be based on textbook readings and on the videos, readings and other materials you will find on the Moodle course page.

Academic Honesty:

I expect 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](#).

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.

Accommodations for Students with Disabilities:

This course is accessible to and usable by otherwise qualified students with disabilities. If you have any accessibility problems, please let me know. The Office for Disability Equity will assist the instructor and student in the accommodation process. For more information, visit the [ODE](#) website.

Course Schedule

There are 19 units in the course, and three exams. The chart below shows the units you must complete before each exam. You must take the exams within a given range of days indicated on the schedule. I will provide a study guide for each exam. The final exam will cover the entire semester.

Week	Date	Class	Readings, Videos, Posts
1-5	Jan 17 to Feb 20	1-Mass Media	Video: Introduction to the unit Read: Media Essentials Chapter 1 in the 4 th or 5 th edition. Read: How Martin Luther Went Viral-on Moodle Journalism assessment test: Take the exam on Moodle by 2/20 for credit. This is a test we give to graduating seniors to assess how much they've learned. We also give it in JRNL 100 to give us a baseline for comparison. I don't expect you to know the answers to all the questions, and you

Week	Date	Class	Readings, Videos, Posts
			will not be graded on your score. If you complete the exam, you will get full credit for the assignment.
		2-Books and the Power of Print	Video: Introduction to the unit Read: Media Essentials Chapter 2 in the 4 th or 5 th edition Review: Books timeline Video: JK Rowling Video: Amazon.com Read: Article on the book industry Video: Future of the e-book
		3-The Press and the American Revolution	Video: Introduction to the unit Read: Media Essentials, Chapter 3, 63-66 4 th edition, or Chapter 3 57-60 5 th edition Read: Media Essentials, Chapter 13, 388-89 4 th edition, or Chapter 13, 376-377 5 th edition Review: Newspaper timelines Video: Zenger Trial Video: Thomas Paine Video: First Amendment
		4-The Penny Press, Abolition and Women's Rights	Video: Introduction to the unit Read: Media Essentials, Chapter 3, 66-69 4 th edition, or Chapter 3, 60-63 5 th edition Video: Penny Press Video: Abolitionist Press Video: Elijah Lovejoy Review: Timelines Read: Slowing the Momentum for Women's Rights Video: Women's Convention Video: Anti-suffrage propaganda Review: Anti-suffrage propaganda examples Forum post: The Media and Women's Suffrage- The deadline for credit on this post is 2/20
		5-Newspaper Wars and a Real War	Video: Introduction to the unit Read: Media Essentials, Chapter 3, 69-73 4 th edition, or Chapter 3, 63-67 5 th edition Video: Pulitzer and Hearst Video: Battle Over Citizen Kane Review: Timeline
		6-Newspapers in a Digital World	Video: Introduction to the unit Read: Media Essentials, Chapter 3, 73-101 4 th edition, or Chapter 3, 70-95 5 th edition Video: Las Angeles Times Video: Fake News Forum post: Fake News- The deadline for credit on this post is 2/20

Week	Date	Class	Readings, Videos, Posts
		7-Investigative Journalism: Watergate	Video: Introduction to the unit Read: Exposing Criminal Activity in Richard Nixon's White House- on Moodle Video: clip from All the President's Men Review: Watergate timeline
	Feb 17-20	8-EXAM #1: <u>The exam will close at 11:59 p.m. on Sunday, February 20. Be sure to take it before then</u>	You will have one attempt at the exam and a time limit of one hour.
6-11	Feb 21 to April 10	9-Magazines	Video: Introduction to the unit Read: Media Essentials, Chapter 4, 4 th or 5 th edition Video: Muckraking Forum Post: Muckraking and the Progressive movement-the deadline for credit on this post is 4/10 Video: Henry Luce Video: Helen Gurley Brown Review: Magazine timeline
		10-Photojournalism	Video: Introduction to the unit Read: The section on photojournalism on Moodle Video: Matthew Brady Video: Margaret Bourke-White Video: Dorothea Lange Read: The Atlantic Magazine article on Moodle Video: Nachtwey TED Talk
		11-Radio	Video: Introduction to the unit Read: Media Essentials, Chapter 6, 4 th or 5 th edition Video: Marconi Video: David Sarnoff Video: Golden Age of Radio Video: War of the Worlds Review: Radio timeline
		12-Television	Video: Introduction to the unit Read: Media Essentials, Chapter 8, 4 th or 5 th edition Video: Vladimir Zworykin Video: Philo T. Farnsworth Review: Charts on television viewership Read: Wired Magazine article on Moodle Review: TV timeline
		13-Television News: Murrow and McCarthy	Video: Introduction to the unit Video: Early TV news Video: Clip from <i>Good Night and Good Luck</i> Video: Murrow's expose of McCarthy

Week	Date	Class	Readings, Videos, Posts
			Review: McCarthy timeline Video: Harvest of Shame
		14-The Media, Civil Rights and the Vietnam War	Video: Introduction to the unit Video: Clip from <i>Eyes on the Prize</i> Video: Second clip from <i>Eyes on the Prize</i> Review: Civil rights timeline Video: Walter Cronkite in Vietnam Video: Clip from <i>The Most Dangerous Man in America</i> Video: Song "Ohio" Review: Vietnam timeline Forum post: Media, Civil Rights and Vietnam- The deadline for credit on this post is 4/10
		15-Television News Evolution	Video: Introduction to the unit Video: Clip from PBS <i>News War</i> Video: Clip from <i>Feeding the Beast</i> Video: Second clip from PBS <i>News War</i>
		16-Media Law	Video: Introduction to the unit Read: Media Essentials, Chapter 13, 4 th or 5 th edition Video: Linda Tracy's protest video Video: Josh Wolf Video: Branzburg decision from Supreme Court
	April 7 to 10	17-EXAM #2: The exam will close at 11:59 p.m. on Sunday, April 10. Be sure to take it before then.	You will have one attempt at the exam and a time limit of one hour.
12-15	April 11 May 8	18-World Wide Web	Video: Introduction to the unit Read: Media Essentials, Chapter 9, 4 th or 5 th edition Video: ARPAnet Video: Packet switching Video: Tim Berners-Lee Video: Internet browsers Review: Internet timeline
		19-Social News Issues	Video: Introduction to the unit Video: Bloggers Video: Privacy Video: Filter Bubble
		20-Control Room and Global Media	Read: Chapter 14, 4 th or 5 th edition Video: Introduction to the unit Video: Control Room documentary- on Moodle Video: Interview with the filmmaker Forum Post: Control Room- The deadline for credit on this post is 5/8. Read: Models of global media development

Week	Date	Class	Readings, Videos, Posts
		21-Media Ethics	Video: Introduction to the unit Read Chapter 3, 85-87 4 th edition, or Chapter 3, 79-81 5 th edition Read: Poynter Institute's Guiding Principles for Journalists- on Moodle Video: Dateline GM investigation Video: Janet Cooke Video: Jayson Blair Video: Anonymous sources
16	May 7 to 13	22-EXAM #3: <u>The final exam will be available on Moodle from 8:00 a.m. Saturday, May 7 through 5:00 p.m. on Friday, May 13.</u>	You will have one attempt at the exam and a time limit of 90 minutes.