

9-2009

JOUR 100.01: Introduction to Mass Media

Lee M. Banville

University of Montana - Missoula, lee.banville@umontana.edu

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Recommended Citation

Banville, Lee M., "JOUR 100.01: Introduction to Mass Media" (2009). *Syllabi*. 1245.
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JOUR 100 - *Introduction to Mass Media* **Syllabus - Fall 2009 (subject to change)**

Scope: This is a survey course of the eight mass media—newspapers, magazines, books, television, radio, movies, audio recordings, and the World Wide Web—plus the media’s major “fuelers”—advertising and public relations. The course traces the historical development of mass media into the multi-billion dollar industries they are today. It also deals with issues facing the media today, including media literacy. JOUR 100 begins the core for pre-journalism and pre-RTV majors who plan to apply for admission to any of the four options of the UM School of Journalism’s professional program. The course is also valuable for students of any major because you will become better informed 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 Thursday, 9:40-11:00 a.m., in GBB 106.

Frequency of Offering: This course is offered autumn and spring semesters.

Instructor: Lee Banville, Assistant Professor, School of Journalism.

Teaching Assistant: Melissa Jensen, Journalism School graduate student.

Office: Don Anderson Hall 406

Office hours are 11:00 a.m.-noon Tuesdays and Thursdays. 1:00 – 3:00 p.m. Wednesdays. I’m also available at other times by appointment.

Office phone: 243-2577.

My regular e-mail: lee.banville@umontana.edu Melissa’s e-mail melissa.l.jensen@umontana.edu.

Required textbook: The Media of Mass Communication, 9th Edition, by Prof. John Vivian of Winona State University in Minnesota. The UC Bookstore has this book. Read the assigned chapters before class.

Examinations occur on October 13, November 10, and December 15. Midterm 1 covers the course up to that date. Midterm 2 covers the course since Midterm 1. The final covers the remainder of the course. 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 Jour 100 students will:

- **Demonstrate an understanding of how and why the eight mass media developed, and the roles they have played in history, culture and democracy.**
- **Demonstrate an understanding of the importance of journalism in a free society.**
- **Develop a clearer understanding of political, ethical, business and cultural issues affect and affected by journalism.**
- **Analyze the historical, cultural and political impact of selected readings, photographs and audio, video and film clips.**
- **Develop media literacy through critical thinking.**

Course Grading is made up of three finals and five in-class attendance/writing assignments:

Attendance	12.5%
First midterm exam	25%
Second midterm exam.....	25%
Final exam (Parts A & B)	37.5%

A/A-	90-100%
B+/B/B-	80-89%
C+/C/C-	70-79%
D	60-69%
F	Below 59%

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

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, topical 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, visit during office hours, or email or telephone me personally.

Laptop Computers: GBB 106 is perfect for laptops although there are no AC plug-ins at your seats. Feel free to bring your laptop for taking notes.

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.

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/VPSA/index.cfm/page/1321>

Class-by-Class Topics and Assignments

SUBJECT TO CHANGE

Tuesday	Thursday
Sept. 1 - Course Overview: Class requirements and general goals of the course. Assessment discussion. Buy your textbook and read Ch 1 and 2.	Sept. 3 – Introduction to Media: Definition and proper use of the word <i>media</i> . Media categories and theories. Mainstream v. New Media. Media consolidation.
Sept. 8 – Books: Read Ch. 3. Development of the book publishing industry. Importance of writing. Comparative media power.	Sept. 10 - Journalism and the First Amendment: Read Ch 11 & 4. History and traditions of journalism. How and why the First Amendment was written and passed. What it does and does not guarantee.
Sept. 15 - Newspaper History: The Penny Press. Yellow Journalism. Comic strips. Interpretative reporting. Issues with today's journalism.	Sept. 17- Photojournalism: Download and read “Visual Image” chapter from Blackboard. Early photography. Civil War photographs. Development of photography as an industry/Eastman. Adams, Eisenstaedt, Bourke-White and other major photojournalists.
Sept. 22 - Pulitzer Photos: Background on the prize. Trends in freelance versus full-time photographers. Watch selections of Moment of Impact.	Sept. 24- Magazines: Read Ch 5. Demassification. Historic magazines. Improvement of literacy. Creation of <i>Life</i> , <i>Time</i> and <i>Sports Illustrated</i> . Women's magazines. Muckraking. Point of purchase issues. Top 50 American magazines.
Sept. 29 - Radio: Read Ch 8. Marconi. Sarnoff. Early stations. Comedy. <i>Amos 'n' Andy</i> . Soap operas. Radio as an information medium. Religion on radio. AM v. FM. Development of station formats in today's radio. Chain ownership. Emergence of satellite radio.	Oct. 1- Television: Read Ch 9. Early pioneer inventors. Technical standards. Famous WWII radio reporters become TV news pioneers. Landmark TV programming. Audience fragmentation. Sports.
Oct. 6 - Television continued: 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 Begin Good Night, and Good Luck	Oct. 8 - Good Night, and Good Luck
Oct. 13 - MIDTERM EXAM #1: Bring a No. 2 pencil. We provide the answer card.	Oct. 15 - Recording Industry: Read Ch 14 & 6. From piano rolls to compact discs. Impact of jazz, blues and rock and roll on the recording industry. Recording formats. MP3 development. Napster. File sharing arguments.
Oct. 20 - Motion Picture Industry: Read Ch 7. Nickelodeons. Silent films. D.W. Griffith. Charlie Chaplin. The MGM dream factory. Development of sound and color. Hollywood studio and star system. First cartoon AFI's top 100 films of the 20th century. Turner colorizes classics.	Oct. 22 - World Wide Web: Read Ch 10. Newest of the media. Fiber optics. Roadblocks on the information superhighway. Brief history of the Internet. Protocols that make the Web work. The Internet's “killer application.” Browsers.

Oct. 27 - Web News, Information, Blogs and Issues: The Web as a commercially viable news distributor. Blogging as "citizen journalism." Impact of blogging on current events. Web issues: accuracy, porn, gambling, hacking, censorship attempts, privacy	Oct. 29 - Web Media and the Crisis in Journalism: Growth of free journalism online. The death of many newspapers. Growth of non-profit media efforts.
Nov. 3 - Public Relations/Advertising: Read Ch 12 & 13. Information/ education vs. persuasion/ propaganda. P.T. Barnum. Hill's ten commandments of advertising.	Nov. 5 - Advertising 2- Eras of advertising. The pioneer humorist. Controversy over children as ad targets. Research and methodology of marketing to teens. Effective slogans. Sex sells.
Nov. 10 – MIDTERM EXAM #2: Bring a No. 2 pencil. We provide the answer card	Nov. 12 – Politics/Governance: Read Ch 18. Media's effect on politics. Kennedy-Nixon debate. Politicians try to manipulate media. Political conventions. Talk radio. Sources/Watergate effect. 9/11 and the war in Iraq.
Nov. 17- Media Law: Read Ch 19. Camera in the court arguments. Prior restraint. Libel definition and defenses. Fault standards for public figures. Copyright issues. Acuff-Rose parody case. Privacy issues.	Nov. 19 - Media Ethics: Read Ch 20. Historic ethics traditions. Objectivity vs. fairness. Classic ethics cases. The CBS Texas document case. Embedded reporters. Conflict of interest. Advertiser pressure. Photo manipulation. Codes of ethics. More privacy issues.
Nov. 24 - - Media Literacy Media messages, source, audience, the language of persuasion, texts and subtexts etc. Analysis of media messages.	Nov. 26 - THANKSGIVING NO CLASS
Dec. 1 - News Literacy: Evaluating news stories and sources, the difference between opinion and news, VNRs, news bias and audience bias	Dec. 3 - The Control Room- a film about Al Jazeera and the media during the early days of Gulf War 2 Take-home PART B of Final Examination passed out in class.
Dec. 8 – Finish The Control Room Review for Final Students complete course evaluation forms.	May 6 – Review for Final
Tuesday, Dec. 15, 10:10 a.m.-12:10 p.m. PART A OF FINAL EXAM Bring a No. 2 pencil. We will provide the answer card. TURN IN TAKE-HOME PART B OF FINAL EXAM [printed, not e-mailed].	