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## JOUR 100S.01: Introduction to Mass Media

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## **JOUR 100S - *Introduction to Mass Media*** **Syllabus - Autumn 2003 - CRN 70705**

**Scope:** This is a survey course of the eight mass media—newspapers, magazines, books, television, radio, movies, music recordings, and now 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 serious issues facing the media today. JOUR 100S begins the core for pre-journalism (and pre-RTV) majors who plan to enter any of the four options of the UM School of Journalism’s professional program. The course has significant value to students of any major because it will help you become more informed media consumers.

**Grading options:** This course must be taken for a traditional letter-grade. No pass/fail permitted.

**General Education Credit:** As the *S* behind its number indicates, JOUR 100S fulfills one course and three credits toward completion of the university’s Social Science general education perspective.

**Class meets** Tuesdays and Thursdays, 8:10 to 9:30 a.m. in GBB 106.

**Frequency of Offering:** This course is offered autumn and spring semesters. The usual spring semester meeting time is MW 3:10 to 4:30 p.m.

**Instructor:** Bill Knowles, Professor of Journalism/Chair of the Radio-Television Department.

**Teaching Assistant:** Brent O’Connor, Masters Candidate, School of Journalism/Radio-Television Dept.

**Office:** RTV house at 730 Eddy (east of the Law School, south of the Performing Arts/Radio-TV Center). I also have a mailbox in Journalism Building, room 209. **Office hours** are Mondays and Wednesdays 10 a.m. to noon, but I’m usually there a lot more than that. Call me or the department’s administrative assistant, Wanda LaCroix, at 243-4081 for an appointment. Or just drop into 730 Eddy. **Phone:** 243-4747. **Fax:** 243-4650. **Email:** [bill.knowles@umontana.edu](mailto:bill.knowles@umontana.edu). **Brent’s office** is in the basement of 730 Eddy. **Phone:** 243-4640. **Email:** [brent@brentoconnor.com](mailto:brent@brentoconnor.com).

**Email:** The university’s Computing and Information Services will assign you an official university email address that you’ll eventually have to use for all university business and classes. Please read all about it at [www.umt.edu/it/support/email/](http://www.umt.edu/it/support/email/). For now you can use either your new university account or one you already have on Hotmail, Yahoo, America On-Line, Earthlink or some other provider. But you must have one somewhere that works and that you know how to operate. Email is required for membership in the class electronic discussion list and for submission of essay topic ideas for my approval.

**Electronic Discussion Group:** Each of you will become a member of J100-L, the class electronic discussion group. J100-L creates a virtual class community. You will be subscribed at the email address you provide on the Student Demographic Form. If you change your address please notify me at [bill.knowles@umontana.edu](mailto:bill.knowles@umontana.edu). Once you’re “on the list” you can post anything to all other list members (your classmates and your instructor).

**Required textbook:** *The Media of Mass Communication* (Sixth Edition, 2003 Update) by Prof. John Vivian of Winona State University in Minnesota. There's a textbook Web site with help for tests and much other info at [http://wps.ablongman.com/ab\\_vivian\\_mediaofmas\\_6/](http://wps.ablongman.com/ab_vivian_mediaofmas_6/). If you buy a new book, download online Chapters 21 and 22. If you buy a used book and find you can't download those chapters, they'll be provided on the Class Web site.

**Reading assignments:** Read the assigned chapters **before** class on the date the assignment is indicated.

There is also a **Class Web site** that contains handouts like this one, lecture notes, etc. Go to [www.umn.edu/journalism](http://www.umn.edu/journalism). Click on Student Resources, then Courses with Web sites, then Mass Media. The full URL to bookmark is [www.umn.edu/journalism/student\\_resources/class\\_web\\_sites/J100/](http://www.umn.edu/journalism/student_resources/class_web_sites/J100/). The class Web site isn't pretty, but it's there.

**Essay:** To help you develop an ability to critically analyze the media, you must write an essay of 1,200 to 1,500 words that expresses your opinion about something in the media. Details will be explained in separate *Essay Assignment* and *Essay Tips* handouts that will also be available on the class Web site. Essay subjects must be emailed to me by **midnight Friday, October 31** to receive a bonus of 25 course points. Tip: configure your email so you save all sent messages in case a dispute arises over whether you sent that email.

**Examinations:** 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, plus major points from the first two parts of the course covered in the course review December 11. Exams cover lecture material, including main points from approximately 150 video clips shown in class, plus corresponding textbook chapters. Exams are machine-graded multiple-choice, although there are some essay questions on the final.

**Test reviews:** Immediately prior to Midterms 1 and 2, test reviews will be held outside of normal class time, usually during an early evening period that will be announced in class and on J100-L.

**Course Grading** is on a point system. Maximum possible points:

First midterm exam	100 points
Essay subject approval email in on time	25 points
Second midterm exam	100 points
Possible bonus for early turn-in of essay	10 points
Essay	100 points
Final exam (Parts A & B)	165 points

**TOTAL POSSIBLE** ..... **500 points**

Scores will be totaled and course grades assigned accordingly, although I don't determine in advance how many points will earn an A, how many a B, etc. Often, very few points separate A from B and B from C (this university has no plus/minus grading system). **No student may pass the course without taking all three exams and writing the essay.**

**Attendance and participation:** **Come to class and stay for the entire lecture.** 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 my personal property, not available in the library. During some lectures I'll ask questions for which I expect answers and general classroom discussion. If you don't get an opportunity to ask a question in class, come up after class and ask it, post it to J100-L, or email me personally.

## Class-by-class Topics and Assignments

### SUBJECT TO CHANGE

Tuesdays	Thursdays
<p>Sept 2 - <b>Media/Course Overview:</b> Class requirements and general goals of the course. Students fill out demographic form. Types of media. Definition and proper use of the word media. Importance of writing. Comparative media power. Read Ch 1 as soon as possible after acquiring your textbook.</p>	<p>Sept 4 - <b>Books:</b> Read Ch. 2. Development of the book publishing industry Where do your textbook dollars go? Trade books. Ancillary revenue. J.K. Rowling and Harry Potter story. The amazon.com phenomenon. Promoting a best seller. The hot used-book market.</p>
<p>Sept 9 - <b>World Wide Web:</b> Read Ch 9. Newest of the media. Fiber optics. Roadblocks on the information superhighway. Protocols that make the Web work. The Internet's "killer application."</p>	<p>Sept 11 - <b>The Web as a Business:</b> Brief history of the Internet. High stakes in cyberspace. Bill Gates. Dot-com financial disasters. Hotmail/Microsoft. Ten commandments of email. Cyberspace problems.</p>
<p>Sept 16 - <b>Newspapers and Journalism:</b> Read Ch 4 &amp; 10. History and traditions of journalism. How and why the First Amendment was written and passed. What the First Amendment does and does not guarantee. The legacies of Jefferson and Madison.</p>	<p>Sept 18 - <b>Newspapers and Journalism, continued:</b> The Penny Press. Yellow Journalism. Comic strips. Interpretative reporting. Anaconda pre-1959 control of Montana newspapers. <b>Plus: Essay Assignment handout and explanation.</b></p>
<p>Sept 23 - <b>Photojournalism:</b> Read online Ch 21. Early photography. Civil War photographs. Development of photography as an industry. Eastman. Major photojournalists. War risks. The story of Dan Eldon.</p>	<p>Sept 25 - <b>Magazines:</b> Read Ch 3. Historic general interest magazines. Improvement of literacy. Demassification. Creation of <i>Life</i>, <i>Time</i> and <i>Sports Illustrated</i>. Power of images in magazines.</p>
<p>Sept 30 - <b>MIDTERM EXAM #1:</b> 100 multiple-choice questions. Bring a No. 2 pencil. We provide the answer card.</p>	<p>Oct 2 - <b>Recording Industry:</b> Read Ch 5. From piano rolls to compact discs. Impact of jazz, blues and rock and roll on the music industry. Louis Armstrong, Little Brother Montgomery, Chuck Berry and others set the stage for Elvis Presley.</p>
<p>Oct 7 - <b>Recording Industry, continued:</b> The pivotal moment: Sam Phillips discovers Elvis. Crossing of racial barriers confuses audiences. Elvis hits the movies. The Beatles phenomenon. Recording formats. File sharing and MP3 development.</p>	<p>Oct 9 - <b>Motion Picture Industry:</b> Read Ch 6. Silent films. D.W. Griffith. Charlie Chaplin. The MGM dream factory. Development of sound and color. Hollywood studio and star system. First cartoon.</p>
<p>Oct 14 - <b>Motion Pictures, continued:</b> AFI's top 100 films of the 20th century. Turner colorizes classics. Analysis of a classic motion picture: scriptwriting, music, casting, acting, timing, luck. <b>Plus: Essay Tips handout and explanation.</b></p>	<p>Oct 16 - <b>Radio:</b> Read Ch 7. Marconi. Sarnoff. Early stations. Comedy. <i>Amos 'n' Andy</i>. Soap operas. Kids adventure shows. The legend of <i>Uncle Don</i>. Mystery shows. Radio's most famous network morning program. Radio as an information medium. Religion on radio. AM v. FM. Development of station formats in today's radio. Chain ownership.</p>

Oct 21 - <b>Television:</b> Read Ch 8. Early pioneer inventors. Technical standards. Star WWII radio reporters become TV reporters. Pioneer TV programming. Audience fragmentation. Sports.	Oct 23 - <b>Television, continued:</b> Power of pictures. The legacy of Edward R. Murrow. Murrow vs. McCarthy. <i>Harvest of Shame</i> . The Living Room War. Cronkite's power vs. President Johnson. Line between entertainment and news.	
Oct 28 - <b>Public Relations:</b> Read Ch 11. Information/education vs. persuasion/ propaganda. WWI and WWII propaganda. Image makers. Ivy Lee and Edward Bernays. Classic good/bad PR. Modern PR cases: Exxon, Johnson & Johnson.	Oct 30 - <b>Advertising:</b> Read Ch 12. From P.T. Barnum to the Harvard Business School. George Washington Hill's ten commandments of advertising. Sex sells.	<b>Friday, Oct 31 MIDNIGHT: ESSAY SUBJECTS EMAIL DEADLINE for 25-point bonus.</b>
Nov 4 - <b>Advertising, continued:</b> Advertising eras. Humor. Ads targeted to children and teenagers. Creative factors in ads. Jingles and slogans. Success rates of familiar ad campaigns. Sex still sells.	Nov 6 - <b>MIDTERM EXAM #2:</b> 100 multiple-choice questions. Bring a No. 2 pencil. We provide the answer card.	
Nov. 11 - <b>VETERANS DAY. No class.</b>	Nov. 13 - Nov 6 - <b>Media Research:</b> Read Ch 13. Making news with polls. Editorial problems with polls. The mathematics of polling: Sample sizes and polling accuracy. Computing TV ratings and shares.	<b>5 p.m. Friday, Nov 14: EARLY ESSAY TURN-IN for 10-point bonus.</b> Turn in at 730 Eddy or Journalism room 209 (main office).
Nov 18 - <b>Mass Comm Theory:</b> Read Ch 14. Marshall McLuhan. Four levels of communication. Gatekeepers. Lippmann's pictures-in-heads theory. Two society strongholds help explain communication theory.	Nov 20 - <b>Media Effects on People &amp; Society:</b> Read Ch 15, 16. Sex and violence in media. Real vs. acted violence. Long-term studies of TV's effect on children. Paglia, Znamer and other theories of media effects.	
Nov 25 - <b>Media Globalization:</b> Read Ch 17 and online Ch 22. World political systems. CNN's ubiquity. Murdoch and other worldwide empires. News agencies. Effects of 9/11/01 on world media.	<b>5 p.m. Wednesday, Nov 26: ALL ESSAYS DUE. Turn in at 730 Eddy or Journalism room 209 (main office).</b> <b>Thursday, Nov 27, Thanksgiving Day - No class.</b>	
Dec 2 - <b>Politics/Governance:</b> Read Ch 18. Censorship. TV's effect on politics. Kennedy-Nixon debate. Politicians manipulate media. Political conventions. 30-second political commercials.	Dec 4 - <b>Media Law:</b> Read Ch 19. Camera in the court arguments. Prior restraint. Libel definition and defenses. Fault standards for public figures. Copyright issues. 2 Live Crew case. Privacy issues.	
Dec 9 - <b>Media Ethics:</b> Read Ch 20. Historic ethics traditions. Objectivity v. fairness. Classic ethics cases. Conflict of interest. Advertiser pressure. Photo manipulation. Codes of ethics. More privacy issues.	Dec 11 - <b>Course Review. Take-home PART B of Final Examination passed out in class. Scope of PART A of Final Exam explained.</b> Students fill out course evaluation forms.	
<b>Tuesday, Dec 16, 10:10 to 12:10 p.m. - PART A OF FINAL EXAM.</b> 120 multiple-choice questions. Bring a No. 2 pencil. We will provide the answer card. <b>TURN IN TAKE-HOME PART B OF FINAL EXAM.</b> Pick up graded essays.		

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