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JRNL 100H.01: Media History and Literacy

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JRNL 100HY Media History and Literacy Syllabus – Autumn 2015 (Subject to change)

Instructor: Ray Fanning, Associate Professor, School of Journalism

Office: Don Anderson Hall 405

Office hours: 12:30-2:30 p.m., Tuesdays and Thursdays, or by appointment.

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Class Meets:

Tuesday and Thursday from 9:40-11 a.m., in Social Science 352

Required Textbook:

“Mightier than the Sword,” Third Edition, by Rodger Streitmatter. The UC Bookstore has this book. Read the assigned chapters before class.

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 Outcomes:

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.

Grading:

15% Attendance
25% Midterm #1
25% Midterm #2
35% Final

Grading Scale:

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

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 sight during tests. Do not answer a call during class.

Moodle:

Your grades will be available on Moodle along with some other materials.

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. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit the [Disability Services](#) website.

Week	Date	Class	Readings
1	9/1	The Media -Class requirements and an introduction to the idea of media and the mass media	Buy your textbook
	9/3	Reformation and the Printing Press: 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.	Read for Thursday 9/3- "Luther Went Viral," posted on Moodle
2	9/8	Books: 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.	
	9/10	Revolution and Printing: The early developments of journalism and printing in the colonies and the critical moments that led to the First Amendment.	Read for Thursday 9/10: Streitmatter, Chapter One
3	9/15	First Amendment and Early Tests: 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.	
	9/17	Abolition and Women's Suffrage: Explore the growth of newspapers, its expanding political impact and the rise of advocacy press in the mid-19 th to early 20 th Centuries.	Read for Thursday 9/17: Streitmatter, Chapter Two and Three
4	9/22	The Newspaper Wars: America's "Penny Press" and "Yellow Journalism" in the 19th Century, to the pressure the Internet has put	Read for Tuesday 9/22: Streitmatter, Chapter Five

Week	Date	Class	Readings
		on newspapers in the 21st Century.	
	9/24	“Page One” Begin documentary that follows a year inside The New York Times.	
5	9/29	“Page One” : Newspapers After the Fall The Times. Discuss the financial situation of newspaper industry generally. The New York Times pay wall. Local newspapers and their value in the community.	
	10/1	MIDTERM EXAM #1 : Bring a No. 2 pencil. We provide the answer card.	
6	10/6	Magazines and Muckraking : From the emergence of magazines in the 18th Century, to the general-interest magazines of the 19th Century, to muckraking and the rise of specialized niche publications in the 20th Century.	Read for Tuesday 10/6: Streitmatter, Chapter Six
	10/8	Life, Photojournalism and War : 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.	
7	10/13	Radio, the Titanic and the birth of NBC : From Marconi’s work in Germany and England in the 19th Century, to commercial AM and FM radio and its regulation and deregulation in the 20th Century, to satellite and Internet radio in the 21st Century.	
	10/15	Talk Radio : Examine the evolution of radio as a source for news, information and opinion. Special focus on the radio broadcasts of Father Coughlin and Rush	Read for Thursday 10/15: Streitmatter, Chapters Eight and Fourteen(3 rd ed) Rush Limbaugh

Week	Date	Class	Readings
		Limbaugh.	chapter is posted on Moodle for those using the 4 th ed.
8	10/20	WWII, Radio and Broadcast News: 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.	Read for Tuesday 10/20: Streitmatter, Chapter Nine
	10/22	Television: The battle over who invented television between American Philo Farnsworth and Russian Vladimir Zworykin in the early 20th Century through the first broadcasts, the developments of networks, cable and satellite television, and the digital transition in the 21st Century.	Read for Thursday 10/22: Streitmatter, Chapter Eleven
9	10/27	Murrow, Red Scare and the Evolution of TV News: 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 Tuesday 10/27: Streitmatter, Chapter Ten
	10/29	Media, War and Cynicism: Examine the increasing rift between journalists and the government with a special focus on Vietnam and Watergate.	Read for Thursday: Streitmatter, Chapters Twelve and Thirteen
10	11/3	All the President's Men: 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.	
	11/5	All the President's Men: Finish watching the film. Discuss.	
11	11/10	Media Law and Ethics: Prior restraint. Libel definition and defenses. Historic ethics traditions. Objectivity vs. fairness, photo manipulation.	

Week	Date	Class	Readings
	11/12	MIDTERM EXAM #2: Bring a No. 2 pencil. We provide the answer card	
12	11/17	World Wide Web: 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 21st Century.	
	11/19	Web News, Information, Blogs and Issues: as a commercially viable news distributor. Blogging as "citizen journalism." Impact of blogging on current events around the world-Iran elections and Twitter.	
13	11/24	9/11 and the Media: Examine the coverage of the terrorist attacks of 2001 and what they tell us about the modern media and journalism.	Read for Tuesday: Streitmatter, Chapter Fifteen (3 rd ed) or fourteen (4 th ed)
	11/26	Thanksgiving- No Class	
14	12/1	Global Media: 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."	
	12/3	Finish " Control Room "	
15	12/8	Media Bias: Obama to Boston 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.	Read for Tuesday 12/8: Streitmatter, Chapter sixteen (3 rd ed) or fifteen (4 th ed)
	12/11	Course Review	Read for Thursday 12/11: Streitmatter, Chapter sixteen (4 th

Week	Date	Class	Readings
			ed) or posted on Moodle for those with the 3 rd ed.
16	12/15	Final- Tuesday, December 15, 10:10 a.m.-12:10 p.m. <u>Do not make travel plans to leave before the final. The test will not be available early.</u>	