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Spring 1-2016

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

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# JRNL 100 HY: Media History and Literacy

## Syllabus – Spring 2016

### 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 Meetings

Tuesdays and Thursdays, 12:40-2:00 p.m., in SS 356.

### Instructor Info

Lee Banville, Associate Professor, School of Journalism.

**Office:** Don Anderson Hall 406

**Office hours:** Tuesdays 10-11 a.m. and Thursdays 2-3:00 p.m. 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 Streitmater. The UC Bookstore has this book. Read the assigned chapters before class.

Information on the text is available on Moodle.

### Exams

Scheduled for March 1, March 31 and May 10. 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 and 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

10% Attendance  
20% Midterm #1  
20% Midterm #2  
20% Research paper  
30% Final

### Paper

You will write one four- to five-page, double-spaced paper for this class. The paper will account for 20% of your final grade. You will select one piece of investigative journalism and analyze the context in which it was written or produced, its significance and its lasting impact. ***All papers will be due on the last day of class (May 5, 2016).***

### 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 outlines 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>.

## Schedule (Subject to Change)

### Week One

**January 26 – The Media:** 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.

**January 28 – Class Two: 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.

### Week Two

**February 2 – 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.

Read for Thursday: Streitmatter, Chapter One

### February 4 - Revolution and Printing:

The early developments of journalism and printing in the colonies and the critical moments that led to the First Amendment.

### Week Three

**February 9 - 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.

Read for Thursday: Streitmatter, Chapters Two and Three

### February 11 - Abolition and Women’s Suffrage

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 Thursday: Streitmatter, Chapter Five

#### *Week Four*

**February 16 – *The Newspaper Wars*:** 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.

**February 18 – “Page One”:** Begin documentary that follows a year inside The New York Times.

#### *Week Five*

**February 23 – February 25 – “Page One”:** 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.

**February 27 – 11:00 – Noon: Review session. DAH 210.**

#### *Week Six*

##### **March 1 - MIDTERM EXAM #1**

Bring a No. 2 pencil. I provide the answer card.

Read for Thursday: Streitmatter, Chapter Six

**March 3 - *Magazines and Muckraking*:** 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.

#### *Week Seven*

**March 8 - *Life, Photojournalism and War*:** From the development of photography in journalism during the Civil War to the influence of photographers like Ansel Adams, Robert Capa, Margaret Bourke-White and others. Also a look at the role of photographers in covering news around the world, especially in combat areas.

**March 10 - *Radio, the Titanic and the birth of NBC*:** 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 Tuesday: Streitmatter, Chapters Eight and Fourteen

#### *Week Eight*

**March 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 Limbaugh.

Read for Next Thursday: Streitmatter, Chapter Nine

**March 17 - *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.

### **Week Nine**

**March 22 - Television:** 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 Thursday: Streitmatter, Chapter Ten

**March 24 - Murrow, Red Scare and the Evolution of TV News:** Power of pictures. The legacy of Edward R. Murrow. Murrow vs. McCarthy. *Harvest of Shame*. Line between entertainment and news (infotainment). Problems of 24-hour news channels. Bias charges.

Read for Next Tuesday: Streitmatter, Chapter Twelve and Thirteen

### **Week Ten**

**March 29 - Media, War and Cynicism:** Examine the increasing rift between journalists and the government with a special focus on Vietnam and Watergate.

**March 30 - Review Session. 3:30- 4:30 p.m. DAH 210.**

**March 31 - MIDTERM EXAM #2:**

Bring a No. 2 pencil. We provide the answer card

### **Week Eleven**

**SPRING BREAK**

### **Week Twelve**

**April 12 - Media Law and Ethics:** Prior restraint. Libel definition and defenses. Historic ethics traditions. Objectivity vs. fairness, photo manipulation.

**April 14 - 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 21<sup>st</sup> Century.

### **Week Thirteen**

**April 19 - Web News, Information, Blogs and Issues:** 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 Thursday: Streitmatter, Chapter Fifteen

**April 21 - 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.

### **Week Fourteen**

**April 26 - 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."

**April 28 - Finish "Control Room"**

Read for Tuesday: Streitmatter, Chapter Sixteen

### **Week Fifteen**

#### **May 3 – 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 Thursday: Streitmatter, Chapter Seventeen

#### **May 5 – Media Bias and Wrap.**

Final Papers due in class on May 6.

### **Final Exam**

**Tuesday, May 10, 2016. 1:10 – 3:10 p.m. in SS 356.**