

Fall 9-1-2000

## RTV 494E.01: Senior Seminar

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### Recommended Citation

Brown, Jerry E., "RTV 494E.01: Senior Seminar" (2000). *Syllabi*. 5191.  
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J481/RTV 494E -Senior Seminars

Fall, 2000

Brown / MacDonald

Prerequisite: senior standing or consent of instructor

Course: We will deal generally and specifically with issues shaping the news, concentrating primarily on the fall election. First, we'll try to define issues, and then we'll strive to approach them from the perspective of graduating seniors, professors, working pros and various publics. The aim will be to foster a discourse essential to understanding continuity and change in our remarkable institution, the free press. Several guest lecturers will appear, and students will have ample opportunities to discuss career options and opportunities.

Method: As much discussion as possible, given the class size.

Requirements: The primary writing assignments are two papers, intended for publication, that further this discourse, offering fresh insights and new information. Students will present a prospectus, *make a class report*, receive suggestions and then proceed. This senior paper must make deadline, for reasons that should be obvious. In addition, students will prepare a professional resume and letter.

TEXT: Day, Louis, *Ethics in Media Communications: Cases and Controversies*, 3ed, Wadsworth, 2000 (see reading list) and *Brill's Content*. It is imperative that you complete the assigned readings on time. The readings are designed to supplement the classroom discussion and to help you formulate your seminar paper topics. You *must* reference the text in your prospectus and papers.

OTHER READINGS/MEDIA: Because this class will focus on the current issues of the election you are expected to read a daily newspaper and watch/listen to both national and local news. We will have current event quizzes.

Attendance Policy: Students are expected to attend all classes as faithfully as professional journalists come to work. Attendance will be recorded.

The Grade: The grade for this course will be based as follows: first paper 35%, second paper 40%, other writing 5%, class participation 10%, quizzes 10

Office Hours: Dean Brown will be in his office in J209 most days all day and will be happy to discuss this course and students' career questions. Students may make appointments if they wish to visit at specific times. Professor MacDonald will be in 730 Eddy Monday and Wednesday from 11-12 and available any other time by appointment.

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## Guidelines for Seminar papers

1. The deadline for the first major paper is Nov. 6, for the second November 29 at 9:10 a.m. No late papers without exceptional reason as determined by the instructors.
2. Your readers are employed in the media and related jobs, and they subscribe to the magazine/journal in which your work appears. (Check the *American Journalism Review*, the *Columbia Journalism Review*, *Broadcasting and Cable*, *Electronic Media*, *Brill's Content* and other periodicals for models.)
3. Each paper should be 1500-2000 words long, no longer, including charts and art.
4. A one-page prospectus on the project is due October 2. Student and professor will confer on the topic and perhaps refine or narrow it.
5. The topic must deal with a specific race in which an issue of genuine ethical controversy figures. Specific guidelines and suggestions will be discussed in class and in conferences.
6. The papers must include research, interviews and analysis. It should be written objectively (no first-person voice of the author). Sources should be cited within the text, (no term paper footnotes), but a bibliography must be submitted. Also, addresses and phone numbers of the courses interviewed must be submitted.
7. Follow AP style.
8. Format guidelines: double-space; use a title page (with a creative headline); make certain pages are numbered.
9. By now, you have heard lots about plagiarism and piracy. You understand these are grave offenses and will not be winked at. Ignorance of the rules is not an acceptable excuse. Make sources clear, in direct quotations and paraphrases. Make certain a reader will know where data, bodies of fact and opinion originate.
10. Get busy studying the text, reading and boning up on this year's elections. Good luck.

Senior Seminar

Fall, 2000

Professors Brown and MacDonald

Ethics, Issues and the 2000 Elections

Reading and Viewing Assignments: Day, Louis, *Ethics in Media Communications :Cases and Controversies*, 3ed, Wadsworth, 2000; *Brill's Content*, national and local newspapers, network and local radio and television coverage; the Internet

Grading Policy: Two major papers 75 %; minor paper 5%; class participation 10%; current events quizzes 10%

Due to the nature of campaigns all of the following are subject to change.

*September*

- 6 Course introduction; self-interview assignment  
Day, pp. 1-52
- 11 Bob Pierpoint, former CBS Whitehouse correspondent (Eisenhower-Carter administrations)  
Day, pp. 53-120
- 13 Privacy and the Press
- 18 Pat Williams  
Day, pp. 121-192
- 20 Broadcast political regulations
- 25-29 Conferences with instructors (no formal class)  
Day, pp. 193-256

*October*

- 2 Bill Lombardi & Paul Bergen (O'Keefe campaign) prospectus due  
Day, pp. 257-325
- 4 Don Oliver, former NBC correspondent
- 9 Susan Wallwork, political polling  
Day, pp. 326-386
- 11 Print Roundtable
- 12
- 16 Gary Lee, Reform Party Candidate U.S. Senate  
7:00 PM Live debate: Burns/Schweitzer/Lee Castles Center UM Law School  
Day, pp. 387-416
- 18 Broadcast Roundtable
- 22 Live Debate: 7:00 PM Rehberg/Keenan UM Montana Theater; PARTV
- 23 Bowen Greenwood, Rehberg Press Secretary

25 Breakout Groups – location TBA

30 Breakout Groups – location TBA

*November*

1 computer projections etc

6 First paper due; class discussion

8 Election analysis

13 Reporter Reflections

15 Mike Cooney

21 Basting the Turkey: Analysis of Analysts

27 Presentations

29 Presentations (Second paper due)

*December*

28 The Future Beckons: Resumes, interviews, internships, jobs

29 continued

11 continued

13 continued