JRNL 100HYL Media History and Literacy

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JRNL 100 HY: Media History and Literacy

Syllabus – Spring 2017

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.

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, 12:30-1:50 p.m., in SS 356.

Instructor Info
Lee Banville, Associate Professor, School of Journalism.
Office: Don Anderson Hall 406
Office hours: Mondays 9-10:30 a.m. and Thursdays 3-4:00 p.m. I’m also available at other times by appointment.
Office phone: 243-2577.
My regular e-mail: lee.banville@umontana.edu

Required Textbook
“Mightier than the Sword,” Third or Fourth Edition, by Rodger Streitmatter. The UC Bookstore has this book. Read the assigned chapters before class. Information on the text is available on Moodle.

Exams
Scheduled for October 4, November 3 and December 16. 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% Forum Responses
- 30% Final

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.

Moodle Forums

Three times over the course of the semester you will be tasked with responding to a question based on the assigned reading or video from that week. Responses must be posted on Moodle by Thursday night at 10 p.m. MT and will be graded based on the clarity of your response, the incorporation of material from the lecture and the assigned reading and the degree to which you add additional research or sources. Responses should be 250-300 words.
Scoring will be done on a 10-point scale and the following serve as sort of benchmarks to help you understand what I am looking for:

0: Did not participate.

6: Submitted a response, but it included little information, few connections to the reading or lecture and no additional research. Writing is serviceable but includes typos and grammatical mistakes.

8: Substantive response that includes references to or information from the assigned content and the lecture. Little or no additional research or sources are included in the response. Writing is clear, but may include minor grammatical or spelling mistakes.

10: Substantive response that includes both the assigned reading and additional research. Writing is clear and concise and contains no factual errors and very few grammatical or spelling mistakes.

These three responses will make up 20 percent of your grade, so please take these assignments seriously and be sure to submit a response before the deadline on the week you receive it.

**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](http://www.umt.edu/SA/VPSA/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](http://life.umt.edu/dss).

**Schedule (Subject to Change)**

**Week One**
January 24 – The Media: Class requirements and an introduction to the idea of media and the mass media. Buy your textbook. 
For Thursday: Read Economist posted on Moodle under “Introduction and Media Use.”
January 26 - **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.
For Tuesday: Read Wired article posted on Moodle under “Books.”

**Week Two**
January 31 – **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 2 - **Revolution and Printing:**
The early developments of journalism and printing in the colonies and the critical moments that led to the First Amendment.
For Tuesday: Watch the Bill of Rights Video linked from Moodle under “The First Amendment.”

**Week Three**
February 7 - **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 9 - **Abolition and Women’s Suffrage**
Explore the growth of newspapers, its expanding political impact and the rise of advocacy press in the mid-19th to early 20th Centuries.
Read for Next Thursday: Streitmatter, Chapter Five

**Week Four**
February 14 – **The Newspaper Wars:** America’s “Penny Press” and “Yellow Journalism” in the 19th Century, newspaper consolidation and professionalization.

February 16 – **Institutions and Investigations:** Ahead of the film “Spotlight,” we’ll examine the role of media institutions (as opposed to the stories it produces) and what role it has played in critical moments of American history.
For Tuesday: Read Spotlight article posted on Moodle.

**Week Five**
February 21 - 23 - **“Spotlight”:** Newspapers After the Fall. Finish the film and explore the current economics and reader use of newspaper content.


**Week Six**
February 28 - **MIDTERM EXAM #1**
Bring a No. 2 pencil and a Par Score TEST FORM (the red, long and skinny ones).
Read for Thursday: Streitmatter, Chapter Six and the Excerpt from Ida Tarbell posted on Moodle.
March 2 - **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.
For Tuesday: Read Atlantic article on Photojournalism posted to Moodle.

**Week Seven**
March 7 - **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.
For Thursday: Listen to radio documentary excerpt posted to Moodle.

March 9 - **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.
Read for Tuesday: Streitmatter, Chapters Eight and Fourteen

**Week Eight**
March 14 - **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 16 - **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**
SPRING BREAK – No classes.

**Week Ten**
March 28 - **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 Next Thursday: Streitmatter, Chapter Ten

Read for Next Tuesday: Streitmatter, Chapter Twelve and Thirteen

**Week Eleven**
April 4 - **Media, War and Cynicism:** Examine the increasing rift between journalists and the government with a special focus on Vietnam and Watergate.
For Thursday: Read introduction to media law PDF posted on Moodle.

April 6 - **Media Law:** Prior restraint. Libel definition and defenses. Shield laws and access to meetings and documents.

Week Twelve
April 11 - MIDTERM EXAM #2:
Bring a No. 2 pencil and a Par Score TEST FORM (the red, long and skinny ones).

For Tuesday: Watch “Beware of Filter Bubbles” video posted to Moodle.

Week Thirteen
April 18 – Social Media: 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 and the emergence of the NSA surveillance program.
Read for Tuesday: Streitmatter, Chapter Fifteen

April 20 - 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.
For Tuesday: Watch “Beware of Filter Bubbles” video posted to Moodle.

Week Fourteen
April 25 - 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 27 - Finish “Control Room”
Read for Tuesday: Streitmatter, Chapter Sixteen

Week Fifteen
May 2 – 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 4 – Media Bias and Wrap.

Final Exam
Thursday, May 11, 2017. 1:10 – 3:10 p.m. in SS 356.