

Spring 2-1-2018

## JRNL 100H.50: Media History and Literacy

Ray Fanning

*University of Montana - Missoula*, [ray.fanning@umontana.edu](mailto:ray.fanning@umontana.edu)

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## **JRNL 100HY Media History and Literacy Syllabus – Spring 2018 (Subject to change)**

**Instructor:** Ray Fanning, Associate Professor, School of Journalism

**Office:** Don Anderson Hall 405

**Office hours:** 9:00-11:00 a.m., Tuesdays and Thursdays, or by appointment.

**Office phone:** 243-4747.

**E-mail:** ray.fanning@umontana.edu.

### **Class Meets:**

Online Course

### **Required Textbook:**

“Media Essentials,” Third Edition, by Campbell, Martin and Fabos.

Other readings and videos are posted on Moodle.

### **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.

### **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% Forum Posts

25% Exam #1

25% Exam #2  
35% Final Exam

### **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

### **Participation:**

Approximately five times during the semester you will have an assignment to post a comment to the course forums on Moodle. The grades on these posts will make up your 15% participation grade.

### **Moodle:**

The entire course will be based on textbook readings and on the videos, readings and other materials you will find on the Moodle course page.

### **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.

### **Course Schedule**

There are 24 units in the course, including three exams. The chart below shows the units you must complete before each exam. You must take the exams within a given range of days indicated on the schedule. I will provide a study guide for each exam. The final exam will cover the entire semester.

| Week | Date             | Class  | Readings, Videos, Posts   |
|------|------------------|--|---|
| 1-5  | Jan 22 to Feb 25 | <b>Mass Media</b>                                    | Video: Introduction to the unit<br>Read: Media Essentials Chapter 1<br>Read: How Martin Luther Went Viral-on Moodle<br>Video: Native Advertising<br><b>Forum post: Native Advertising</b>   |
|      |                  | <b>Books and the Power of Print</b>                  | Video: Introduction to the unit<br>Read: Media Essentials Chapter 2<br>Review: Books timeline<br>Video: JK Rowling<br>Video: Amazon.com<br>Read: Article on the book industry<br>Video: Future of the e-book  |
|      |                  | <b>The Press and the American Revolution</b>         | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 3, 69-73<br>Read: Media Essentials, Chapter 13, 436-37<br>Review: Newspaper timelines<br>Video: Zenger Trial<br>Video: Thomas Paine<br>Video: First Amendment  |
|      |                  | <b>The Penny Press, Abolition and Women's Rights</b> | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 3, 73-76<br>Video: Penny Press<br>Video: Abolitionist Press<br>Video: Elijah Lovejoy<br>Review: Timelines<br>Video: Women's Convention<br>Video: Anti-suffrage propaganda<br>Review: Anti-suffrage propaganda examples |
|      |                  | <b>Newspaper Wars and a Real War</b>                 | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 3, 76-80<br>Video: Pulitzer and Hearst<br>Video: Battle Over Citizen Kane<br>Review: Timeline  |
|      |                  | <b>Newspapers in a Digital World</b>                 | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 3, 80-107<br>Video: Las Angeles Times<br>Video: Fake News  |
|      |                  | <b>Investigative Journalism: Watergate</b>           | Video: Introduction to the unit<br>Read: Exposing Criminal Activity in Richard Nixon's White House- on Moodle<br>Video: clip from All the President's Men<br>Review: Watergate timeline   |
|      |                  | <b>Investigative Journalism: Spotlight</b>           | Video: Introduction to the unit<br>Movie: <i>Spotlight</i> (on Netflix or Amazon)<br>Read: The first Boston Globe article in the priest abuse series- on Moodle<br><b>Forum post: Spotlight</b>   |

| Week  | Date              | Class   | Readings, Videos, Posts  |
|---|-------------------|---|--|
|   | Feb 23-25         | <b>EXAM #1:</b> <u>The exam will be available on Moodle from Friday, February 23 through midnight on Sunday, February 25.</u> | You will have one attempt at the exam and a time limit of an hour and a half.  |
| 6-11<br>Spring Break<br>March 26 to April 1 | Feb 26 to April 8 | <b>Magazines</b>  | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 4<br>Video: Muckraking<br>Video: Henry Luce<br>Video: Helen Gurley Brown<br>Review: Magazine timeline   |
|   |                   | <b>Photojournalism</b>  | Video: Introduction to the unit<br>Read: The section on photojournalism on Moodle<br>Video: Matthew Brady<br>Video: Margaret Bourke-White<br>Video: Dorothea Lange<br>Read: Atlantic Magazine article on Moodle<br><b>Forum Post: Financing photojournalists</b><br>Video: Nachtwey TED Talk |
|   |                   | <b>Radio</b>  | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 6<br>Video: Marconi<br>Video: David Sarnoff<br>Video: Golden Age of Radio<br>Video: War of the Worlds<br>Review: Radio timeline   |
|   |                   | <b>Television</b>   | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 8<br>Video: Vladimir Zworykin<br>Video: Philo T. Farnsworth<br>Review: Charts on television viewership<br>Read: Wired Magazine article on Moodle<br>Review: TV timeline   |
|   |                   | <b>Television News: Murrow and McCarthy</b>   | Video: Introduction to the unit<br>Video: Early TV news<br>Video: Clip from <i>Good Night and Good Luck</i><br>Video: Murrow's expose of McCarthy<br>Review: McCarthy timeline<br>Video: Harvest of Shame  |
|   |                   | <b>The Media, Civil Rights and the Vietnam War</b>  | Video: Introduction to the unit<br>Video: Clip from <i>Eyes on the Prize</i><br>Video: Second clip from <i>Eyes on the Prize</i><br>Review: Civil rights timeline<br>Video: Walter Cronkite in Vietnam<br>Video: Clip from <i>The Most Dangerous Man in America</i><br>Video: Song "Ohio"    |

| Week  | Date              | Class  | Readings, Videos, Posts   |
|-------|-------------------|--|---|
|       |                   |  | Review: Vietnam timeline  |
|       |                   | <b>Television News Evolution</b>   | Video: Introduction to the unit<br>Video: Clip from PBS <i>News War</i><br>Video: Clip from <i>Feeding the Beast</i><br>Video: Second clip from PBS <i>News War</i><br><b>Forum Post: Feeding the Beast</b>             |
|       |                   | <b>Media Law</b>   | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 13<br>Video: Linda Tracy's protest video<br>Video: Josh Wolf<br>Video: Branzburg decision from Supreme Court   |
|       | April 6-8         | <b>EXAM #2:</b> <u>The exam will be available on Moodle from Friday, April 6 through midnight on Sunday, April 8</u> | <b>You will have one attempt at the exam and a time limit of an hour and a half.</b>  |
| 12-15 | April 9 to May 11 | <b>World Wide Web</b>  | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 9<br>Video: ARPAnet<br>Video: Packet switching<br>Video: Tim Berners-Lee<br>Video: Internet browsers<br>Review: Internet timeline                    |
|       |                   | <b>Social News Issues</b>  | Video: Introduction to the unit<br>Video: Bloggers<br>Video: Privacy<br>Video: Fake News<br>Video: Filter Bubble  |
|       |                   | <b>Global Media</b>  | Video: Introduction to the unit<br>Read: Media Essentials, Chapter 14<br>Read: Global Media Models- on Moodle<br>Video: Iran election<br>Video: Egypt Arab Spring<br>Video: Cultural imperialism                        |
|       |                   | <b>Control Room</b>  | Video: Introduction to the unit<br>Video: Control Room documentary- on Moodle<br>Video: Interview with the filmmaker<br><b>Forum Post: Control Room</b>   |
|       |                   | <b>Media Ethics</b>  | Video: Introduction to the unit<br>Read: Poynter Institute's Guiding Principles for Journalists- on Moodle<br>Video: Dateline GM investigation<br>Video: Janet Cooke<br>Video: Jayson Blair<br>Video: Anonymous sources |

| Week | Date        | Class  | Readings, Videos, Posts  |
|------|-------------|--|--|
| 16   | May<br>7-11 | <b>Final Exam :</b> <u>The exam will be available on Moodle from Monday, May 7 through 5pm on Friday, May 11</u> | You will have one attempt at the exam and a time limit of two hours. |