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Fall 9-1-2022

### JRNL 100H.01: Journalism and American Society

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# JRNL 100 HY: Journalism and American Society

## Syllabus – Fall 2022

### 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 the history, culture and government of the United States. Students will learn basic critical thinking and media literacy skills to help them become smart media consumers.

### Grading options

This course may be taken for a traditional letter-grade or credit/no-credit. The Montana University System's plus/minus grading system will be used in this class.

### Class Meetings

Mondays and Wednesdays, 9:30-10:50 a.m., in McGill 210.

### Instructor Info

Lee Banville, Professor, School of Journalism.

**Office:** Don Anderson Hall 205

**Office hours:** Mondays 3:00 p.m.-4:00 p.m. and Tuesdays 1:00 p.m.-2:00 p.m. I'm also available at other times by appointment.

**Office phone:** 243-5250.

**My regular e-mail:** [lee.banville@umontana.edu](mailto:lee.banville@umontana.edu).

**NOTE:** All initial communications about missing class, questions about grades, tests, etc. should be directed to the course TA, [najifa.farhat@umconnect.umt.edu](mailto:najifa.farhat@umconnect.umt.edu). I am happy to discuss course accommodations, questions about majoring or minoring in journalism, but it may take me time to get back to you.

### Required Textbook

"Mightier than the Sword," 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 September 28, November 2 and December 15. 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:

- Connect current trends in the media to larger historical cycles.
- Demonstrate an understanding of how and why mass media developed, and the roles they have played in global history, culture and democracy.
- Be able to assess how journalism has historically aided and impeded American society and politics.
- 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. Be able to identify key editorial and ethical decisions made by the media maker.
- 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.

This is an in-person class that will be taught in alignment with the University rules regarding covid. Therefore everyone, regardless of vaccination status, in Urey will be expected to wear masks until the University changes its policies. For the record, I was received my second dose of Pfizer in April and I believe you have the right to know that given you are stuck in a room with me. I will not ask your status and you should assume everyone around you is unvaccinated. You should be able to spread out in Urey.

## COVID-19/Coronavirus Information

We are working to make this class as safe as possible and so:

- The University encourages COVID-19 vaccines and boosters, which are offered for both students and employees at the Health Services Pharmacy inside Curry Health Center.
- Masks are only required inside Curry Health Center and in some medical/research laboratories on campus. This requirement will be clearly posted. Required or not, we respect those choosing to wear a mask to reduce spread of respiratory viruses.
- COVID-19 testing for students is available at Curry Health Center.

If necessary, we will switch to remote teaching, but what I promise you is you will know what I know when I know it. So, we are in this together.

**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>

## 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

August 29 – **The Media:** Class requirements and an introduction to the idea of media and the mass media. Buy your textbook.

For Wednesday: Read Economist posted on Moodle under “Introduction and Media Use.”

August 31 – **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 Wednesday: Read Wired article posted on Moodle under “Books.”

### Week Two

September 5 – NO CLASS. LABOR DAY

September 7 – **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 Monday: Streitmatter, Chapter One

### Week Three

September 12 - **Revolution and Printing:** The early developments of journalism and printing in the colonies and the critical moments that led to the First Amendment.

For Wednesday: Watch the Bill of Rights Video linked from Moodle under “The First Amendment.”

September 14 - **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 Monday: Streitmatter, Chapters Two and Three

*GROUP A: Forum due at 10 p.m. Thursday.*

### **Week Four**

#### **September 19 - 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 Wednesday: Streitmatter, Chapter Five

September 21 - **The Newspaper Wars:** America's "Penny Press" and "Yellow Journalism" in the 19<sup>th</sup> Century, newspaper consolidation and professionalization.

Read for Monday: 2018 State of the Media: Newspaper Fact Sheet

*GROUP B: Forum due at 10 p.m. Thursday.*

### **Week Five**

September 26 – **Institutions and Investigations:** We explore how the penny press model of journalism struggled to evolve in the age of the internet. Also, how the institutional press is sometimes needed to tackle other institutions or large-scale issues.

September 27 – Noon – 1:30 pm: **Review session.** Zoom:

<https://umontana.zoom.us/j/93685867435?pwd=dGZtREtIRG5GejBIMIZpQkIndnhPUT09>

#### **September 28 – MIDTERM EXAM #1**

Bring a No. 2 pencil and a Par Score TEST FORM (the red, long and skinny ones).

Read for Monday: Streitmatter, Chapter Six and the Excerpt from Ida Tarbell posted on Moodle.

*GROUP C: Forum due at 10 p.m. Thursday.*

### **Week Six**

October 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.

For Wednesday: Read Atlantic article on Photojournalism posted to Moodle.

October 5 - **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 Monday: Listen to radio documentary excerpt posted to Moodle.

*GROUP A: Forum due at 10 p.m. Thursday.*

### **Week Seven**

October 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 Wednesday: Streitmatter, Chapters Eight and Fourteen

October 12 - **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 Monday: Streitmatter, Chapter Nine

*GROUP B: Forum due at 10 p.m. Thursday.*

### **Week Eight**

October 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.

Read for Wednesday: American broadcasting has always been closely intertwined with American politics – link can be found on Moodle.

October 19 - **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 Monday: Streitmatter, Chapter Ten and Eleven

*GROUP C: Forum due at 10 p.m. Thursday.*

### **Week Nine**

October 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 Wednesday: Streitmatter, Chapter Twelve and Thirteen

October 26 - **Media, War and Cynicism:** Examine the increasing rift between journalists and the government with a special focus on Vietnam and Watergate.

For Monday: Read introduction to media law PDF posted on Moodle.

*GROUP A: Forum due at 10 p.m. Thursday.*

### **Week Ten**

October 31 - **Media Law:** Prior restraint. Libel definition and defenses. Shield laws and access to meetings and documents.

November 1 – Noon – 1:30 p.m.: **Review**

**session.** <https://umontana.zoom.us/j/94246642043?pwd=eUlpN215LONiY3h1SmpDWTBBMVFYQT09>

November 2 – **MIDTERM EXAM #2:**

Bring a No. 2 pencil and a Par Score TEST FORM (the red, long and skinny ones).

For Monday: Watch “Jimmy Wales: The birth of Wikipedia” video posted to Moodle.

### *Week Eleven*

November 7 - **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.

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

November 9 - **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 Monday: Streitmatter, Chapter Fifteen

*GROUP B: Forum due at 10 p.m. Thursday.*

### *Week Twelve*

November 14 - **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 Wednesday: Read “Desert Storm through the eyes of an Iraqi reporter” posted on Moodle

November 16 - **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.”

*GROUP C: Forum due at 10 p.m. Thursday.*

### *Week Thirteen*

November 21 - Finish “**Control Room**”

Read for Monday: Streitmatter, Chapter Sixteen

November 23 – **NO CLASS.** Thanksgiving



### **Week Fourteen**

November 28 – **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 Wednesday: Streitmatter, Chapter Seventeen

November 30 - **Media Challenges: Fake News and #MeToo**

Better understand the difference between fake news, parodies and media criticism. Additionally, we will look at the challenges of anonymous sources and gender inequalities.

Read for Monday: Read Ethics article posted on Moodle

*GROUP D: Forum due at 10 p.m. Thursday.*

### **Week Fifteen**

December 5 – **Media Ethics**

Honesty, conflicts of interest and source selection all play out on this final topic of how journalists make ethical decisions that affect their coverage.

December 7 – **Buffer day**

Make sure we get through all material ahead of the final.

### **Final Exam**

Friday, December 15, 2021. 8:00-10:00 a.m. in McGill 210.