

“Principles of American Journalism, An Introduction,” by Stephanie Craft and Charles N. Davis (Routledge, 2003) Companion website: <http://www.routledge.com/cw/craft>

Selected readings in media studies and journalism. Additional required readings will be made available via Blackboard or on reserve at Willis Library.

Course Description and Objectives

This is a high-energy, interactive course that is designed to provide you a basic understanding of the fundamentals of news and newsgathering. The class will combine lectures, discussions, group projects, hands on activities, watching past and current film and documentaries and guest speakers to help you get a basic grasp of the he skills and methods of the 21st Century journalist. NEWS is the star of this class. Every class, we will discuss how news is gathered, distributed and published in print, online and online. We’ll explore newspapers, television stations, cable/satellite, radio, the Internet, social media. You will learn some of the basics of the business and practice of journalism, including the use and application of multimedia, blogs, social media in gathering news and reader/viewer engagement. You will spend time analyzing and discussing how 21st Century news organizations must address audience information needs. You also will get introduced to basic newswriting and reporting principles.

JOURNALISM REQUIREMENTS & GUIDELINES

Information for students who plan to major in journalism:

For journalism majors, not minors: This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses. If you have questions about what your foundational requirements are, please see an advisor.

Journalism Course Registration

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Email communication

Communicating with students using the UNT student email account is part of the university’s contract with students. Electronic communication with students in this class will be through the students’ **myunt accounts** rather than personal email accounts.

Re-taking Failed Courses

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 28) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change

fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

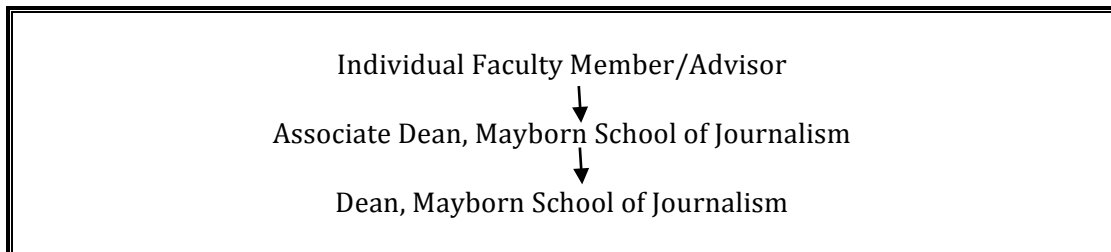
IMPORTANT SPRING 2014 DATES*

- August 25** First Class Day.
- September 8** Census.
- September 9** Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
- October 3** Last Day for student to receive automatic grade of W for nonattendance.
Last day for change in pass/no pass status.
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.
- October 4** Beginning this date instructors may drop students with a grade of WF for nonattendance.
- November 3** Last day to drop with either W or WF.
Last day for a student to drop a course with consent of the instructor.
- November 10** Beginning this date, a student who qualifies may request an Incomplete, with a grade of I
- November 21** Last day to withdraw (drop all classes).
Last day for an instructor to drop a student with a grade of WF for nonattendance.
- December 5** Reading Day (no classes).
- December 6-12** Final Exams.
- December 12** Last Class Day.

For other important dates please visit <http://registrar.unt.edu/registration/summer-registration-guide>.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. For this class, you risk being dropped immediately with a grade of "F", suspended from school or expelled permanently.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all

areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Student Learning Outcomes

After completing the course, you should be able to:

- Understand the role of journalists and democracy
- Understand fundamentals of news and newsgathering
- Understand fundamentals of how news organizations operate
- Understand the importance of photojournalism and the use of images in news stories.
- Understand the fundamentals of broadcast journalism
- Understand the role of readers and audience
- Understand the role of social media and news
- Understand the diversity of groups in a global society in relationship to communication
- Critically evaluate mass media content
- Understand the functions and operations of news organizations
- Understand the legal and ethical issues that impact news organizations

Grading

Your semester grade will be determined by your score on three online quizzes, in-class activities, group discussions, and a final.

The exams, including the final, will not be cumulative but instead will cover about one-third of the course content.

Semester grades will be assigned based on the following scale:

900-1000 points	A
800-890 point	B
700-790 points	C
600-690 points	D
Less than 600 points	F

Points possible:

Online Quizzes (Three @ 100 points each)	300 points
Group Discussions/Leadership	250 points
Final	300 points
Attendance/Attitude	150 points

Total

1000 points

If a student demonstrates exceptional improvement in test scores and has exceptional attendance, I will consider raising a borderline grade to the next highest level.

I will make every effort to adhere to this grading scale, but I reserve the right to change the number of assignments and percentages as needed.

Groups

The goal with this class is to go beyond the lecture and engage you as much as possible in the discovery and the conversations. You will be divided into small groups. At least one class each week, we will break down into your groups to spend about 15-minutes to discuss and present the day's topic. The topic will be tied to the week's primary theme. You'll be given a question during class. Each of you must serve as a group leader at least once during the semester to receive credit for Group Discussions/Leadership. As group leader, you will lead the discussion. The last half of the class, we will have a class discussion where each of your groups will present your answers.

Quizzes

You will take three online quizzes during the semester that will include multiple choice, true/false, fill-in-the-blank questions. The quizzes will be based on the reading materials and lectures during the class. You will be given a set period of time to complete the exam.

You will be responsible for resolving any technical problems regarding your computer or Internet connection. Please make sure your computer is compatible with Blackboard Learn. If you have any technical questions, please contact the Blackboard Help Desk via phone: 940.565.2324 or email: helpdesk@unt.edu or go online to <http://helpdesk.unt.edu>.

Final Exam

This will test you on the core concepts of the class.

Course policies

You should regularly check the Blackboard Learn site for announcements and assignments. If UNT closes for any reason, including inclement weather, you will be responsible for any assignments posted on the site.

You are responsible for doing the assignments on Blackboard, reading the textbook before class, attending class, taking notes and participating in class activities. There will be material covered in class that is not in the textbook, but will be on the quizzes and exams. In addition, at times I will present some information that is different from the material in the textbook, and I will expect you to know that for the exams.

You will lose the points for any exams or other assignments that you miss because of absence or tardiness. **Deadlines are crucial in journalism.**

Making up missed work, including exams, will only be allowed in the case of documented illness, family emergency or official UNT functions. Documentation for an illness is a note from a doctor or nurse that states explicitly that the student was too ill to attend class. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the note. **You are responsible for turning in such documentation during the class period within one week of the absence(s).** **You will not be allowed to make up missed work, including exams, if you miss this deadline.**

Students who disrupt the class by talking, entering the classroom late, using cell phones, and/or using laptops for games or surfing may be asked to leave. The instructor may drop students who repeatedly disrupt the class with these types of behaviors.

Cheating, including but not limited to plagiarism, copying from another student's exam, will not be tolerated.

Course Schedule

(Subject to change. Any changes will be announced in class and posted on Blackboard.)

NOTE: Reading/Homework assignments are due the following week.

Week 1 – August 26 & 28

Introduction – What is News? Overview of the class.

Week 2 – September 2 & 4

News & Democracy

Role of journalism & democracy. What is journalism. Elements of journalism. How do people get their news. Where does news come from. The role of news organizations.

READING DUE TODAY:

- Chapters 1, 2 & 3, *Principles of American Journalism*, Stephanie Craft & Charles Davis

Week 3 – September 9 & 11

Becoming media literate. Where does news come from? Analyzing news. Knowing the differences between “fake news” – e.g. The Daily Show, Colbert Report, The Onion and others – and legitimate news organizations. Understanding the differences of propaganda v. facts.

READING ASSIGNMENT:

- The following are available on Blackboard in the “Readings” folder:
 - *Ted Koppel, Stephen Colbert, Jon Stewart - Doing a better job than the real journalists*, by Diana Lederman
 - *The Stewart-Colbert Factor*, by Daniel Lynch, Harvard Political Review
 - *Public journalism is a joke: The case for Jon Stewart and Stephen Colbert*, by Joseph Faina

Week 4 – September 16 & 18

QUIZ #1 – September 18

The business of journalism. Corporate ownership. Evolution of media companies. Who are the major companies. How the industry has changed. How they've consolidated. Impact of USA Today, CNN, satellite, Internet, mobile, tablets.

READING DUE TODAY:

- Chapter Four, *Principles of American Journalism*, Craft & Davis
- Columbia Journalism Review (CJR) – Who Owns What - <http://www.cjr.org/resources/index.php>

- You will be randomly assigned a media company. Be prepared to talk about the company if your name is called.

Week 5 – September 23 & 28

Print: Newspapers/Magazines: past, present and future. How newspapers work. Types of news and reporting: Feature writing, business news, sports writing, business writing, lifestyles writing, opinion writing.

READING DUE TODAY (available on Blackboard)

- Read State of the Media 2013 reports.
 - Newspapers: <http://stateofthedia.org/2013/newspapers-stabilizing-but-still-threatened/>
 - Magazines: <http://stateofthedia.org/2013/news-magazines-embracing-their-digital-future/>

Week 6 – September 30 & October 2

Broadcast Journalism: Fundamentals. Job roles. Differences between local, national and cable news. Radio v. TV. Niche broadcast news: sports, business and entertainment.

READING DUE TODAY (available on Blackboard):

- Read State of Media 2013 reports for
 - Network TV: <http://stateofthedia.org/2013/network-news-a-year-of-change-and-challenge-at-nbc/>
 - LOCAL TV: <http://stateofthedia.org/2013/local-tv-audience-declines-as-revenue-bounces-back/>
 - CABLE TV: <http://stateofthedia.org/2013/cable-a-growing-medium-reaching-its-ceiling/>

Week 7 – October 7 & 9

Understanding audience/readership. Who is our audience. How do we engage them. What do we know about the communities we cover? How do we know what news they want. What are the elements of community. Community news and hyper-local, weekly newspapers.

READING DUE TODAY (available on Blackboard):

- *Community: A New Business Model for News*, by Michael Skoler
- *Engaging Communities: Content and Conversation*, by Joy Mayer
- The Engagement Metric Full Report

Week 8 – October 14 & 16

QUIZ #2 – October 16

Social media and news. The role of Facebook, Twitter, Foursquare and other tools. Impact of social media as a tool for journalists and community.

READING DUE TODAY: (available on Blackboard):

- *The 21st Century Journalists Creed*, by Michael Fancher
- *Gatekeeping and citizen journalism: The use of social media in the recent uprisings in Iran, Egypt and Libya*, by Sadaf R Ali and Shahira Fahmy
- *What is Journalism's Place in Social Media*, by Geneva Overholser
- *Media Users, Media Creators – Principles of Active Engagement*, Dan Gillmor

Week 9 – October 21 & 23

Citizen journalism: Distinguishing journalists v. bloggers. The role of “we media” and community journalists. Impact of iReporters. The blurring line between pundits and journalists. Understanding the basics of journalism ethics.

READING DUE TODAY: (available on Blackboard Learn – “Readings” Folder:

- *Shifting boundaries: Objectivity, citizen journalism and tomorrow's journalists*, by Bolette B. Blaagaard
- *Where Citizens and Journalists Intersect*, by Dan Gillmor
- *How Participatory Journalism Works*, by Steve Safran
- *Things I Wish I'd Known Before I Became a Citizen Journalist*, by Barry Parr
- *Vetting Citizen Journalism*, by Lila King, participation director, CNN Digital
- *How CNN's iReport verifies its citizen content*, by Craig Sullivan

Week 10 – October 28 & 30

Photojournalism: e.g. Basic tools. Breaking news photography, sports photography, war photography, portraits, immersion photography. Convergence. Multimedia (audio and video) storytelling. Elements of effective audio/visual stories.

READING DUE TODAY (available on Blackboard or via link):

- *Steps Learned Along the Way: Redefining Photojournalism's Power*, by Wendy Watriss
<http://www.nieman.harvard.edu/reports/article/102074/Steps-Learned-Along-the-Way-Redefining-Photojournalisms-Power.aspx>
- *Photojournalism in the Age of New Media*, *The Atlantic*, by Jared Keller,
<http://www.theatlantic.com/technology/archive/2011/04/photojournalism-in-the-age-of-new-media/73083/>
- *A Different Approach to Story Telling*, Q&A with Brian Storm,
<http://www.nieman.harvard.edu/reports/article/102095/A-Different-Approach-to-Storytelling.aspx>

Week 11 – November 4 & 6

Nonprofit journalism organizations. Paywalls. Aggregators.

READING DUE TODAY (available on Blackboard or via link):

- *Finding a Foothold: How Nonprofit New Ventures Seek Sustainability*, by Knight Foundation

Week 12 – November 11 & 13

QUIZ # 3 – November 13

READING DUE TODAY:

- Chapter 5, *New Voices, New Models, Principles of American Journalism*, Craft & Davis

Week 13 – November 18 & 20

The Free Press & Journalism Abroad

READING DUE TODAY:

- Read the 2013 Press Freedom Report (available on Blackboard)
- Press Freedom Index: <http://en.rsf.org/press-freedom-index-2013,1054.html>

Week 14 – November 25 & 27

Fundamentals of news ethics, media law, broadcast regulation and the Internet.

READING DUE TODAY:

- Chapter 7, *The Foundations of Free Expression, Principles of American Journalism*, Craft & Davis

Week 15 – December 2 & 4

Diversity in the media and social responsibility. The ‘Digital Divide, covering race and gender. Monitoring the media.

READING DUE TODAY: available online:

- Maynard Institute for Journalism – “Faultlines”
 - Chapter I: <http://www.maynardije.org/part-i-what-diversity>
 - *Diversity in Newsrooms: Fresh Strategies*, New Goals, by Milton Coleman:
<http://www.nieman.harvard.edu/reports/article/102673/Diversity-in-Newsrooms-Fresh-Strategies-New-Goals.aspx>

Week 16 - Final