

Jour4008 Journalism Studies

Section 02C8

Tues. and Wed. 3:30 – 6 p.m., Thurs. 3:30 – 4:45 p.m.

Matherly Hall 0010

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Office hours: I am available any time via email or phone (860) 335-6944. If we need to meet, just let me know, and we'll make it happen.

There is no required text to buy. Many readings will come from ACE Electoral Knowledge Network, which is provided via link on the electronic syllabus. Online readings will be assigned on a weekly basis, and are subject to change.

This course is designed as a seminar on current issues and trends in the media, including but not limited to: political coverage, op-eds and polemics, diversity in the media, social media and viral trends, ethics, multi-media reporting and audience effects. These include the way media portrayals of people and events affect decisions and actions taken by our government and others; how television, the internet and other media operate in an international and online context; communications theory and the relationship of perception to reality. We will discuss issues of gender, race, religion and class that are complex, sensitive and often personal. Be prepared to join actively in analyzing course material, discussion subjects and your own views and prejudices.

This course is a seminar. You will work individually and with other students to research and prepare class assignments. You will be given extensive readings, and will be expected to take a full and active part in class discussions. Like most journalism classes, this course is about critical thinking. Be prepared to objectively analyze and talk about any issues that arise, with tolerance, respect and an open mind.

I'm very much looking forward to learning and growing in this course, as well, as a plethora of opinions and backgrounds foster the kinds of discussions that our field sorely needs.

Class attendance is important. More than two unexcused absences will lower your grade, and more than three may result in a grade of incomplete—but if something happens, I'm more than happy to work with you to help. Be open and honest in the event of an emergency, and let me know as soon as possible. Of course, illness or other legitimate reasons will be excused, though work missed must be made up. Please also try to be on time to class.

Cell phones and laptops are going to be allowed during class, so please use them respectfully.

While this is not an English or writing course, at this level of your studies you will be expected to show a high level of competence. Substance, structure, grammar and writing style will all contribute to your grade.

Plagiarism is unacceptable and will result in academic sanctions. Please see the relevant UF policy, which can be found at: <https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>. Please note that it is not permissible for any student to submit the same material, with substantially the same style, structure, or wording, to instructors in two or more courses.

Students with Disabilities: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Religious Observances UF Religious Holiday Policy is available at: <https://catalog.ufl.edu/ugrad/curent/regulations/info/attendance.aspx>. Students, on prior notification of their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith, and shall be given a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

Grades: Grades will be compiled according to the points given each assignment. Lack of participation or absence may affect your final grade. University policy on grades can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Reading presentations: 20%, (4% each)

Comparison paper: 10%

Ferguson framing analysis: 15%

Multi-media response paper: 10%

Final Project: 40%

Class Attendance and participation: 5%

Feedback: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Contact numbers For the Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies. T

The professor may use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission.

SCHEDULE:

Week 1: Op-Eds and Polemics versus news coverage

5/10 – Introductions, Intro to op-eds, polemics and news coverage

ASSIGNMENT:

- Read NYT's READERS' GUIDE
<http://www.nytimes.com/content/help/site/readerguide/guide.html>
- Read NYT'S The Blur Between Analysis and Opinion
<http://www.nytimes.com/2008/04/13/opinion/13pubed.html>
- Read A DEFENCE OF POLEMICS
<https://nickcohen.net/2007/06/14/time-out-essential-polemics/>

5/11 – Discussion of readings, organization for upcoming assignment

ASSIGNMENT:

Choose a polemical article or op-ed AND a straight news piece on the same topic published in the past week and compare and contrast them in a 1-to-2-page paper due 5/12 before or at the beginning of class. Be prepared to discuss your ideas.

5/12 – Discussion of the news stories chosen for analysis, assignment of presentation of sections of upcoming reading.

ASSIGNMENT:

- Read THE IMPORTANCE OF THE MEDIA TO POLITICS
<http://aceproject.org/ace-en/topics/me/onePage>
From the INTRO through GENDER, MEDIA AND ELECTIONS – each student will take notes on and dictate discussion of one section of text.
ROLES THE MEDIA PLAY IN ELECTIONS
MEDIA AS WATCHDOG
MEDIA AS CAMPAIGN PLATFORM
MEDIA AS OPEN FORUM FOR DEBATE AND DISCUSSION / PUBLIC VOICE
MEDIA AS PUBLIC EDUCATOR
GENDER, MEDIA AND ELECTIONS

Week 2: History and Ethics of Political Coverage

5/17 – Discussion of reading, final project explanation

ASSIGNMENT:

- Read THE IMPORTANCE OF THE MEDIA TO POLITICS
<http://aceproject.org/ace-en/topics/me/onePage>

From WHERE DO PEOPLE GET THEIR INFORMATION through NEW MEDIA – each student will take notes on and dictate discussion of one section of text.

WHERE DO PEOPLE GET THEIR INFORMATION

MEDIA LITERACY

RADIO

TELEVISION

PRINT

NEW MEDIA

5/18 – Discussion of reading, final project nuts and bolts. Pick a candidate.

ASSIGNMENT:

- Begin research on candidate, bring in at least three examples of coverage for tomorrow. **Final project due 6/15.** Analyze coverage of one of the four current candidates—Bernie Sanders, Hillary Clinton, Donald Trump, Ted Cruz and John Kasich (if he’s still running at this time)—Use print, television and internet coverage. Create a 30-minute presentation of your findings.

5/19 – Set up framework for final project, organize data

ASSIGNMENT:

- Read THE IMPORTANCE OF THE MEDIA TO POLITICS
<http://aceproject.org/ace-en/topics/me/onePage>
From MEDIA OWNERSHIP AND ELECTIONS through MEDIA SAFETY – each student will take notes on and dictate discussion of one section of text.
MEDIA OWNERSHIP AND ELECTIONS
PUBLIC MEDIA – STATE, GOVERNMENT AND PUBLIC SERVICE BROADCASTING
PRIVATE AND CORPORATE MEDIA
COMMUNITY MEDIA
PARTY OWNED AND POLITICIAN OWNED MEDIA
MEDIA SAFETY

Week 3: History and Ethics of Political Coverage

5/24 – Discuss reading.

ASSIGNMENT:

- Read THE IMPORTANCE OF THE MEDIA TO POLITICS
<http://aceproject.org/ace-en/topics/me/onePage>
From FREEDOM OF POLITICAL DEBATE through A SPECIFIED CAMPAIGN PERIOD - each student will take notes on and dictate discussion of TWO sections of text.
FREEDOM OF POLITICAL DEBATE and RIGHT OF ACCESS TO GOVERNMENT MEDIA
PUBLISHING OPPOSITION VIEWS and RIGHT OF REPLY TO MEDIA REPORTS DURING ELECTIONS

LIMITS TO LIABILITY OF MEDIA DURING ELECTIONS and RESTRICTIONS TO POLITICAL SPEECH
CRITICISMS OF POLITICIANS AND GOVERNMENT and RIGHT TO AN EFFECTIVE REMEDY
PROTECTING THE SAFETY OF THE MEDIA and NATIONAL LAW OR REGULATIONS ON MEDIA DURING ELECTIONS
WHO SHOULD BE INVOLVED IN THE DRAFTING PROCESS and A SPECIFIED CAMPAIGN PERIOD

5/25 – Discuss reading. Go over any questions on final project.

ASSIGNMENT:

- Read THE IMPORTANCE OF THE MEDIA TO POLITICS
<http://aceproject.org/ace-en/topics/me/onePage>
From DIFFERENT OBLIGATIONS OF PUBLIC AND PRIVATE MEDIA through POLICIES ON HATE SPEECH AND DEFAMATION - each student will take notes on and dictate discussion of TWO sections of text.
DIFFERENT OBLIGATIONS OF PUBLIC AND PRIVATE MEDIA and PROVISIONS THAT AFFECT BOTH PUBLIC AND PRIVATE MEDIA
IMPLEMENTATION MECHANISM FOR MEDIA AND ELECTION REGULATIONS and IMPLEMENTATION MECHANISM: EXISTING MEDIA REGULATORY BODY
IMPLEMENTATION MECHANISM: MEDIA SELF REGULATION and IMPLEMENTATION MECHANISM: ELECTORAL COMMISSION
IMPLEMENTATION MECHANISM: ELECTIONS MEDIA COMMISSION and IMPLEMENTATION MECHANISM: JUDICIARY
COMPLAINTS PROCEDURE ON MEDIA COVERAGE and NEWS BLACKOUTS
REGULATING COVERAGE OF OPINION POLLS and POLICIES ON HATE SPEECH AND DEFAMATION

5/26 – Discuss reading.

ASSIGNMENT: WEEKEND OFF , work on your projects due 6/15

Week 4: Ethics, Diversity, Marginalization and Oppression in the media

5/31 – Introduction to diversity issues in the media (lecture 1 ppt)

ASSIGNMENT:

- Read THE STATUS OF WOMEN IN THE U.S. MEDIA pp. 7-30 (stop at Film and Television) http://wmc.3cdn.net/83bf6082a319460eb1_hsr680x2.pdf

6/1 – Intro to women in media. Gamergate discussion (notes from lecture 3 ppt)

6/2 - Watch THE EXTREMELY DIFFICULT LIFE IN FERGUSON – RACISM AGAINST BLACK PEOPLE DOCUMENTARY <https://www.youtube.com/watch?v=TvbxOOqds5k>

-Watch THE TRUTH ABOUT MICHAEL BROWN AND THE FERGUSON RIOTS

<https://youtu.be/9pr1oE34bIM>

-Write stream-of-conscious notes of thoughts and ideas you have about the story as you watch the two videos.

ASSIGNMENT:

- Write a response paper using your notes as to what you think of the case and why you think that, include thoughts on story framing, selective exposure and/or bias and slant as appropriate. You may bring in previous understanding of the situation and contextual detail if appropriate. This should end up 2-4 pages long.
DUE 6/7 at or before beginning of class

Week 5: Ethics

6/7 - Discuss weekend assignment and intro other ethical issues (leslie ppt)

ASSIGNMENT:

- Read DIGITAL MEDIA ETHICS <https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>

6/8 – Ethics discussion and local ethics intro. (Jennings story)

ASSIGNMENT:

- Keep a record of your social media usage from class end to tomorrow's class start.

6/9 - Intro to online and multi media, discuss social media usage

ASSIGNMENT:

- Find a multi-media story online (one that uses text, visuals and audio) that affected you, and write a 1-to-3 page essay on why and how it affected you. **Due 6/14 at or before class.**

Week 6: Multi-Media

6/14 – Continue online and multi-media discussion (lecture 2 ppt)

ASSIGNMENT:

- **Final project due tomorrow 6/15**

6/15 – Final project presentations

6/16 - Getting a media job