

JOU 4502: Journalism Studies*

Spring 2014 Wednesdays, 3:00-6:00 p.m. Weil 0234	Mariam F. Alkazemi alkazemi@ufl.edu Weimer G029	Office hours: Wednesdays 9:00a.m. -12:00 p.m.
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***Note:** This syllabus is based on the syllabus of JOU 4502: Journalism as taught by Dr. Wayne Wanta in the spring 2013 semester.

Course Description:

Journalism Studies is a media literacy course that helps students become educated consumers, critical thinkers and researchers of the media industry. This course will especially help those pursuing advanced degrees begin understanding research methods as well as hone their critical thinking skills to distinguish between evidence and belief. In the changing world of media and media-business models, this course will help students learn about the connections between the media and economics.

Course Goals:

- To understand how the journalism business model is evolving
- To understand the sociological and economic factors that are changing journalism.
- To learn about new and alternative distribution vehicles.
- To explore the relationship between print and digital delivery methods and how media brands use those methods in business practices

Prerequisites:

JOU 3101 Reporting and JOU 4201 Editing. This is a capstone course, which requires senior standing.

Course structure:

Most classes will consist of a split between lecture material and classroom exercises/student discussion. Course topics will include media management, economics, and the state of the industry. On some occasions, the course may require students to attend lectures outside of class time.

Required texts:

No textbooks are required; however, several readings will be required each week. Some of these readings may be found on the University of Florida's Electronic Course Reserves. You may access the website through the following link: <https://ares.uflib.ufl.edu/>

Evaluation:

Grading for the course will be based on five factors:

Midterm paper	20 percent
Assignments	25 percent
Discussion leader presentation	20 percent
Class participation/attendance	10 percent
Final research paper	25 percent

Note: There is no final exam.

Midterm paper:

A 5-7 page paper will be a critical analysis of some aspect of ethics. The paper should be suitable to include in your portfolio. The paper should be a combination of reporting, research and analysis. The paper should be fully footnoted. It should be double-spaced, 12 font Times New Roman with one-inch margins. You will be required to present your paper to the class as well.

Assignments:

Reaction papers dealing with topics of the week will be due on Tuesdays at 12 p.m. They should be uploaded to Sakai. Most of the assignments involve critiquing published articles on topics of that week. The assignments will be 2 to 3 pages, double-spaced, 12 font Times New Roman with one-inch margins. Late assignments will be docked severely.

Discussion leader presentations:

Each student will serve as a discussion leader for one class during the semester. A discussion leader is to begin and maintain a conversation with his/her classmates about the assigned topic for his/her specific week. Discussion leaders will need to do additional readings on their topics and prepare materials for the class to discuss. Creativity will be rewarded here. While the instructor will contribute to the discussion, students should be prepared to extend student interaction for much of the period.

Class participation/attendance:

Course attendance is mandatory. Students are expected to show-up on-time for class meetings, as outlined in this syllabus. Students are responsible for making up any material missed due to absences. If you are absence for any acceptable reasons, a note from the Dean of Students Office will be requested. (<http://www.dso.ufl.edu/supportservices/>) According to the Registrar's Office at the University of Florida, an acceptable reason for an absence is outlined below:

“In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.”

Source: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences>

Final papers:

Your final paper will be a 15-page paper on an issue surrounding media management and the future of the media industry. This paper is intended to explore trends, problems, and challenges, using examples and evidence from many situations and perspectives. Papers will be graded on the quality of the conceptualization of variables and the soundness of key points. Because the paper should be of professional quality, grammar also matters. The paper should have a minimum of 15 citations from academic journals and additional citations from other media sources.

Make-ups:

Assignments must be taken during the time specified in the syllabus, unless you have an absence excused under university policy, outlined at the following link:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Make-up assignments and exams are not permitted. In emergency situations, an exception may be made if you have an excused absence and the professor was notified in advance.

Extra Credit:

Your professor may or may not provide students with an extra credit opportunity to participate in research activity. Opportunities may be announced in class or via e-mail. It is the students' responsibility to attend all classes and check e-mail and Sakai regularly.

Grading:

To review graded assignments, please visit me during office hours.

A	93.00 - 100.00	C	73.00 - 76.99
A-	90.00 - 92.99	C-	70.00 - 72.99
B+	87.00 - 89.99	D+	67.00 - 69.99
B	83.00 - 86.99	D	63.00 - 66.99
B-	80.00 - 82.99	D-	60.00 - 62.99
C+	77.00 - 79.99	F	0 - 59.99

Reading Assignments:

All readings are to be completed before the start of lecture on the assigned day. You are responsible for the assigned reading material, even if it is not discussed in class.

In addition to some academic articles, students will be expected to follow the news media regularly.

Technology in the classroom:

Students may bring their laptops to class. The fact that you are permitted to bring your computer to class does not mean that you should use class time to browse the internet, check e-mail or participate in any other activities that do not relate to the course. If your laptop use is disruptive, you may be asked not to use your privilege may be limited.

Further, students are expected to check email and SAKAI regularly as part of the course.

Academic Integrity:

All students are expected to abide by the University of Florida rules for academic integrity. It is your responsibility to ensure that you understand plagiarism. You may use the following tutorial to familiarize yourself with the definition of plagiarism:

<http://www.lib.usm.edu/legacy/plag/whatisplag.php>

Academic dishonesty will result in a zero on the assignment, and could lead to failure in the course. The professor will report any violations of the Honor Code to the Dean of Students Office, in accordance to the University of Florida policy. Please take time to review the University of Florida's Student Conduct and Honor Code:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

To avoid plagiarism, the University of Florida has some resources that students may find useful, such as: <http://www.jou.ufl.edu/grad/forms/Plagiarism-Guideline.pdf>

Students with Disabilities:

All students with disabilities will be accommodated, after the professor receives a letter from the Disability Resource Center (<http://www.dso.ufl.edu/drc/>).

All Other Accommodations:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting an accommodation. In addition to alerting the Dean of Students Office, please inform the professor when such additional accommodations are necessary.

Cell Phones:

Cell phones should be turned off at the start of class. Students should not be texting or using their cell phones in other ways during class. Cell phones may be confiscated should their use be distracting.

Classroom Behavior and Disruptions:

Students are expected to be respectful of other students' right to hear and participate in classroom discussion. If you repeatedly disrupt classroom discussion, you may be asked to leave the classroom.

Any electronic communications with the professor are considered professional. Please make sure your electronic communication style is consistent with your professional goals. See: <https://www.linkedin.com/today/post/article/20121203004159-33236097-your-digital-body-language-don-t-ignore-it>

Especially respectful behavior is expected in the presence of guest lecturers. Some guest lecturers, who will share experience and knowledge for your benefit, will be expected over the course of the semester.

Syllabus Changes:

The instructor reserves the right to alter the syllabus or course schedule as the need arises. This includes the possibility of extra credit, pop quizzes, guest speakers and special presentations, some of which may be scheduled outside of class time.

Additional Resources for Students:

Students are encouraged to browse some of the following websites, especially when looking for material for presentations and assignments:

www.readership.org

Excellent research on newspapers and the media environment

www.scholar.google.com

A good source for finding research studies

<http://www.mediachannel.org/>

A collection of original news, opinions and reports, providing information from media watch groups, university journalism departments, professional organizations, anti-censorship monitors, and trade publications.

<http://people-press.org/>

A foundation devoted to improving the performance of the press, with some great surveys of journalists and the public

<http://www.naa.org/>

The Newspaper Association of America, a nonprofit organization representing the \$46 billion newspaper industry and over 1,500 member newspapers in the United States and Canada.

<http://www.freedomforum.org/>

The Freedom Forum, a nonpartisan international foundation dedicated to free press, free speech and free spirit for all people.

<http://www.journalism.org/>

Includes the Project for Excellence in Journalism, aimed at creating initiatives that can clarify what journalism's essential role is. It also identifies examples of good journalism around the country. The project is part of the Columbia University Graduate School of Journalism.

<http://www.asne.org/>

American Society of Newspaper Editors. Contains reports on journalistic practices, including a compilation of newspaper codes of ethics.

Some leading journalism publications on the Web:

American Journalism Review: <http://ajr.newslink.org/>

Columbia Journalism Review: <http://cjr.org>

Nieman Reports: <http://www.nieman.harvard.edu/Reports.aspx>

Noteworthy blogs:

Ken Doctor: http://www.contentbridges.com/dow_jones/index.html

Alan Mutter: <http://newsosaur.blogspot.com/>

Tim McGuire: <http://cronkite.asu.edu/mcguireblog/>

Tentative Schedule

Date	Topics
Wed., Jan. 8, 2014	Introductions
Wed., Jan. 15, 2014	“The State of the News Media 2012: An Annual Report on American Journalism.” http://stateofthemediamedia.org/
Wed., Jan. 22, 2014	Continuation, with a Focus on Media Research.
Wed., Jan. 29, 2014	History and the Rise and Fall of the Newspaper Industry
Wed., Feb. 5, 2014	Gatekeepers of the News: Who determines what is news?
Wed., Feb. 12, 2014	The Press and the Public: Why do people hate us?
Wed., Feb. 19, 2014	Media Issues in the Digital Age: Media Representation in Race and Gender, Influences on Conduct and Content, Ethics, Re-evaluating the Objectivity Norm, Source-Media Relations, the Cult of Celebrity and the Effects of Infotainment
Wed., Feb. 26, 2014	Media Online: The effect of the shift from the atoms of paper and ink to pixels of digital media, to include shifts in journalistic normative standards; the concept of cross-platform journalism; the growth of citizen journalism and the concept of hyperlocalism; the issues of linking and interactivity; the effect on reporting, sourcing and writing; and the reinvention of a profession – revamping journalism education and delineating the skills of the digital journalist.
Wed., Mar. 5, 2014	Spring break; no class.
Wed., Mar. 12, 2014	Midterm paper due , presentations.
Wed., Mar. 19, 2014	Journalists’ Use of Social Media.
Wed., Mar. 26, 2014	Media Literacy: An exploration of the growing need for media literacy for both journalists and their audiences to include a focus on media structures, ownership, policy, the political economy of the media – that is the power structures that influence and/or control the media – and the effects of public relations and propaganda.
Wed., Apr. 2, 2014	The Economics of Journalism and Media: How the journalism business model is evolving; New Distribution in a Digital Age: Can new distribution vehicles save journalism?
Wed., Apr. 9, 2014	Other press models: The Global News Culture and the Growing Concept of a Global Media Ethics.
Wed., Apr. 16, 2014	Final presentations
Wed., Apr. 23, 2014	Final papers due