

Journalism 141 Intro to Journalism and Mass Communication

University of Wisconsin Oshkosh
Spring 2008

Course: Journalism 61-141
Class hours: Tuesdays and Thursdays, 8 to 9:30 a.m.
Room: Clow 101
Instructor: Grace Lim
E-mail: limg@uwosh.edu (if possible, e-mail first, before calling)
Phone: 920-233-2012 (use this number and leave message);
920-424-1042 (use Journalism main number as last resort)

Office: Clow

Office hours: Tues 3-4:30 p.m.; Wed 8:30-10:30 a.m.; Thurs 9:40 a.m. to noon, and by appointment.

Required Texts: Joseph R. Dominick, *The Dynamics of Mass Communication: Media in the Digital Age*, 9th Ed. NY: McGraw-Hill, 2007

Additional readings will be handed out from time to time or otherwise assigned. These become course materials for purposes of discussion and evaluation.

Course Description:

This class is an introduction to journalism and mass communication. We will focus on the media of mass communication, on theories and processes of communication and mass communication and the political, economic and cultural roles of media in society. We will address diversity, such as thought, race or culture, as part of the regular material.

Grading: Your grade is based on the scores you receive on unannounced quizzes and announced exams. There will be a total of 200 questions asked on quizzes and exams. The lowest exam and quiz score will each be dropped.

Bring pencils to each class in case a pop quiz or exam is held. I will not have extra pencils on hand.

I reserve the right to add or subtract points for students whose participation is exceptionally beneficial or detrimental to the class.

Grading scale:

| | | | |
|----|--------|----|--------------|
| A | 91-100 | C | 70-77 |
| AB | 88-90 | CD | 65-69 |
| B | 81-87 | D | 60-64 |
| BC | 78-80 | F | 59 and below |

Be aware that you need a C or better to take upper level journalism courses. That means a 69.1 or a 69.9999999999 still counts as a CD.

Missing exams:

There is no make-up opportunity for exams. Provisions are made only for students who have scheduled UW-O activities that take them away from campus, AND if they have provided me documentation ahead of time and received my approval. Vacations and personal plans are not sufficient reasons for not taking an exam at its scheduled time; absence due to illness does not qualify someone for a make-up exam. Make-ups are not allowed for family emergencies, personal emergencies, etc. unless otherwise defined acceptable by the university. *Use the “drop one exam and one quiz” policy wisely!*

Attendance: There is no formal attendance policy for this class. By missing class you risk missing an exam or quiz, handouts and lecture material. Handouts and similar materials will be distributed only once. After class they are destroyed. If you miss a handout you will have to rely on a classmate to make a copy for you. I reserve the right to not repeat information provide in class at a later date. It is not my responsibility to provide you with lecture notes or other materials because you have missed class.

Cheating, plagiarism and academic dishonesty: Do not cheat. We follow the university policy on cheating and plagiarism. I will pursue and punish any case of cheating or plagiarism. Should I suspect anyone of cheating I reserve the right to take the exam/quiz and remove that person from the room. Anyone suspected of cheating will be reported to the proper officials of the university. Cheating includes, but is not limited to, using the work of others for your own assignments and/or exams and quizzes, referring to materials during an exam/quiz, and speaking to others during an exam/quiz. Anyone caught cheating will be given a zero on that exam or quiz, but will not count as the lowest score that is dropped.

If you choose to exit while an exam is in progress you permanently forfeit your exam/quiz. I will take your exam/quiz and grade it based on your answers at that point.

If you are late, you may not enter the exam/quiz area if someone has already left the room. In addition, I reserve the right to refuse entry after the exam/quiz has begun.

Cell phones, headphones and other electronic devices are prohibited. I reserve the right to prohibit devices that I deem to be a danger to academic honesty.

You are solely responsible for accurately reporting your name and ID number on exam/quiz forms, as well as the exam/quiz version.

All these requirements or rules apply to any class assignment or project.

Source: UW Oshkosh Student Discipline Code
UWS 14.03 Academic misconduct subject to disciplinary action.

(1) Academic misconduct is an act in which a student:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Students with Disabilities: We follow the university policy on disabilities. Contact the Dean of Students at 424-3100 (voice) or 424-1319 (TTY). The Web site is <http://www.uwosh.edu/dean/disabilities.htm>.

Course schedule may change depending on the pace of the class, the pace of the instructor, guest speakers or forces beyond human control.

| DATE | DISCUSSION | Chapters |
|-------------|---|-----------------|
| 2-5 | Introduction to mass media | 1 |
| 2/7 | Perspectives, history & culture | 2, 3 |
| 2/12 | The Paper (news, business, role of newspaper) | 4 |
| 2/14 | The Paper (cont.) | |
| 2/19 | Newspapers | 4 |
| 2/21 | Magazines | 5 |
| 2/26 | Books | 6 |
| 2/28 | EXAM 1 | |
| 3/4 | Race, diversity, gender issues | |
| 3/6 | Race, diversity, gender issues | |
| 3/11 | Radio, Sound Recording | 7, 8 |
| 3/13 | Radio, Sound Recording (cont.) | 7, 8 |
| 3/18 | Films, TV | 9, 10 |
| 3/20 | TV, Net | 10, 11 |
| 4/1 | EXAM 2 | |
| 4/3 | News gathering | 12 |
| 4/8 | TV, media, ethics | |
| 4/10 | TV, media ethics (cont.) | |
| 4/15 | Public relations | 13 |
| 4/17 | Advertising | 14 |
| 4/22 | Formal controls, Ethics | 15, 16 |
| 4/24 | EXAM 3 | |
| 4/29 | Government, media, p.r. | |
| 5/1 | Government, media, p.r. (cont.) | |
| 5/6 | Global Village | 17 |
| 5/8 | Social Effects | 18 |
| 5/13 | TBA | |
| 5/15 | EXAM 4 | |