

**Introduction to Journalism & Mass Communication – Journalism 61-141
Fall 2007**

**Department of Journalism
University of Wisconsin – Oshkosh**

Class: 8 – 9:30 a.m., Tuesdays & Thursdays
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Office Hours: 9:30 – 10 a.m. Tuesdays & Thursdays, and by appointment

Required Textbook: *The Dynamics of Mass Communications: Media in the Digital Age*,
9th Edition, by Joseph R. Dominick

Other Required Reading: Class blog: <http://uwointrojournalism.blogspot.com>
You will receive an e-mail inviting you to join the class blog –
follow these instructions – it should be painless

Refer to this information during the semester. Changes may be made via in-class
announcements.

Course Description

- 1) Introduction to journalism and the wider field of mass communication
- 2) Study of media institutions; mass communication theories and processes; political, economic and cultural roles of media in society; dynamics of evolving media particularly in regard to the Internet
- 3) Critical media perspectives in broader contexts as well as current events

Course Objectives

- 1) Gain an understanding of journalism and mass communication at macro and micro levels with developing awareness about media operations and cultural impact
- 2) Exercise critical thinking skills about media
- 3) Learn with constant contextual awareness in terms of diversity (thought, race, gender, culture, etc.); rapidly changing media (Internet and de-massification); and current events

Readings and Research

You will be assigned readings from the required text, and outside sources as announced. You will be required to research information for your blog assignment. This research can be conducted through the library, Journalism Department Reading Room and Internet.

Attendance

With the approach of this class, attendance is extremely important. You are expected to attend class – otherwise, you risk missing a pop quiz and information for exams. Unexcused absences will adversely affect grades. If you miss a class, it is your responsibility to obtain the information covered... do not e-mail or ask me if you missed class and want to know what happened.

Grading

Final grades will be based on the following. The instructor may adjust borderline grades based on student effort, class participation and attendance:

Four pop quizzes	6 points each, lowest one dropped
Four exams	38 points each, lowest one dropped
Blog assignment	18 points
Total points possible:	150 points

Your final points will reflect your lowest quiz and lowest exam being dropped. Your final points will be divided by a total points possible of 150.

Record your grades here:

Quiz 1	+	Test 1	=
Quiz 2	+	Test 2	=
Quiz 3	+	Test 3	=
Quiz 4	+	Test 4	=
Blog assignment			=
Subtract lowest quiz and exam			-
Total points			=

Grades will be distributed on this basis:

A	90-100%
AB	89-89.9%
B	80-88.9%
BC	79-79.9%
C	70-78.9%
CD	69-69.9%
D	60-68.9%
F	Less than 60%

Pop Quizzes and Exams

Quizzes and exams will be multiple choice or true/false. Material will come from the textbook, class blog and in-class lecture.

You may not make up missed quizzes or exams. No exceptions.

Students with Special Needs

If you have special needs regarding this course, please see me after first class.

Class Blog

Get ready to blog in this class. Maybe you already post to blogs or make comments to blogs for social networking, news, sports, movies, music or other interests. In this class, we will use a blog to enhance your learning, interaction with classmates and experience with interactive media.

The following links can help you get familiar with how blogs work, and ways that users can communicate in this forum.

Information on blogs:

<http://en.wikipedia.org/wiki/Blog>

<http://www.technorati.com/help/blogging101.html>

Political blog examples:

<http://www.gop.com/Blog/>

<http://www.democrats.org/blog.html>

Entertainment blog examples:

<http://www.lostblog.net/>

<http://moviesblog.mtv.com/2007/07/22/fan-tastic-wizards-cast-spell-over-harry-potter-midnight-madness-event/>

Required Postings to the Class Blog

You will be required to make one blog posting for a particular week, which you will select on the sign-up sheet.

You must post your blog posting by noon (12 p.m.) on Monday of your week. Postings made after 12:01 p.m. will not receive credit. No exceptions.

Be sure you are able to make a blog posting. I will expect everyone to make a “test post” to the site during the first week of class – you can post a favorite link or information about yourself or interests if you like. It is your responsibility to ensure that your test posting and required posting / commenting work.

Be aware: The entire class will read your blog posting during class preparation, and I will show the class blog on screen during lecture and discussion. If your blog posting is inadequate or inappropriate, I will not hesitate to be critical as expected in academic settings. Further, I may call on you to discuss aspects of your blog. Be prepared.

Information posted on the blog may appear on quizzes and exams.

Your grade will be based on how well you meet the following criteria of good blog postings:

- Provide information and / or critical perspective to topics discussed in the chapter(s) for that week.
 - o For example, expanding on the topic of “global media conglomerates” (p. 398) could enlighten the class through the vivid recent example of Rupert

Murdoch's purchase of the Dow Jones Co., which includes the Wall Street Journal.

- Be informative yet get to the point without unnecessary wordiness
- Include links (at least two links) to other information online – web pages, pdfs, video, images, etc.
 - o With the above example, you could link to media coverage http://news.yahoo.com/s/ap/20070801/ap_on_bi_ge/dow_jones_murdoch, or even better, critical thoughts about what this media event means in terms of corporate convergence and U.S. democracy <http://www.opendemocracy.net/media-globalmediaownership/debate.jsp>
- Post the most credible sources you can find – I will not hesitate to be critical of posted links or information of questionable credibility
- Encourage dialogue (ask at least two questions) from other people who can post comments
 - o Continuing the example, “Is media conglomeration inevitable given the institutions of media and a capitalist society?” “How may media conglomeration and the Internet change independent media?”

Tip: Spend time on this project! Do not wait until the last minute! Prepare your response in a word document and then cut and paste or retype it into the blog. Also, you may use the online ideas that accompany the textbook at www.mhhe.com/dominick9 - however, do not plagiarize any content or questions from this source.

Required Comments to Postings on the Class Blog

You will be required to make comments to two blog postings made by your classmates. You will be assigned specific weeks to make your comments.

Comments must be made by Noon (12 p.m.) on Tuesday during the week for which you signed up. Postings made after 12:01 p.m. will not receive credit. No exceptions.

Your Blogging Grade

Your blog posting and comments will be worth 12% of your grade, based on:

Blog posting:

- o Informative nature of your posting – does it build upon info in the text and class discussion and is it properly cited?
- o The quality of at least two links to related online content – are these links credible and worthwhile for learning or being informed on the topic?
- o The thoughtfulness of at least two questions for the class to consider – are these questions worthy of discussion in class?
- o Creativity and effort – did the posting reflect student effort to consider topics creatively and spend time preparing a high standard posting?
- o No typos or grammatical errors. No texting or e-mail acronyms... I must enforce this in fairness to different levels of usage of these acronyms and to follow journalism style standards.

Blog comments:

- o Thoughtful questions and ideas in comments to your classmates' postings
- o No typos or grammatical errors. No texting or e-mail acronyms.

Academic Integrity

Don't cheat. Zero tolerance.

But if you'd like the official statement...

The University of Wisconsin – Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state, “Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors.” (s. UWS 14,01 Wis. Adm. Code)

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. Students on the UW-Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code. Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

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; collaboration 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 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.

D2L

All grades will be posted on D2L. Here's info if you need help...

Visit the course Web site on the D2L at www.uwosh.edu/d2l (as in Desire2Learn) to download the color and normal-sized version of the course outline and scheduled activities.

D2L provides a way for instructors to integrate online materials and activities into your courses. This sheet provides basic information about logging in and changing your password. For detailed instructions on what you need to do in your D2L course, refer to materials from your instructor. Further technical assistance can be found via a 24/7/365 help desk at 1-608-264-HELP (select option 1) or through your instructor.

Getting into D2L

- Log onto the computer and into the Student Server (Novell). Please see the appropriate instruction sheet for this if you are not familiar with the login procedures.
- Open a browser and go to <http://www.uwosh.edu/d2l> (as in **Desire2Learn**).
- Your first time, select the link "Click here to do a system check." This will make sure your browser and computer are properly set to access D2L materials.
- To login, enter your username, which is the same as your Oshkosh email user name. This is typically the **first five letters of your last name, the first letter of your first name, and the last two digits of your SSN** or **for students who started at Oshkosh in 2004, it's the last two digits of your 7-digit Titan ID number**. (Do not include "@uwosh.edu.")
- Enter your password. Your initial password is your 7-digit Titan ID number. If you change your password or don't know your Titan ID number, select "Forgot your password?" It will be emailed to your address of record (by default, your UW Oshkosh email account).
- You are now at **MyHome**, an area designed as a launch pad to all of your D2L courses. You can find links to your courses in the middle of your screen, under the heading **My Oshkosh Courses**. You will see a + next to the name of any college in which you are enrolled in a course that uses D2L, for example, + College of Nursing. Select that +. Then, you will see a + next to the name of any department in which you are enrolled in a course that uses D2L. Select that + too. Finally, you will see a course title underlined in blue. Select it and you will enter your course Home Page.

Change Your Password

Please change your password to ensure your information is secure:

- Choose **My Password** from the menu on the left.
- Enter your new password in the box; you will need to repeat it in the second box for verification.
- *Select the **Change Password** button.*
- If you change your password and forget what it is, use the **Forgot your Password?** link on the log-in screen. It will be emailed to your address of record (by default, your UW Oshkosh email account.)
- Although your username is the same as your Oshkosh email and Novell student server username, there is no interaction among the systems. When you change your password in D2L, it does not affect your email or Novell password. When you change your email or Novell password, it does not affect your D2L password.

Schedule of Course and Assignments

Thur 6 Sept	Introduction to course Overview of class blog Sign-up for blog posting assignment
Tues 11 Sept	Communication, mass media, convergence and perspectives Reading: Chapters 1 & 2 / class blog
Thurs 13 Sept	Historical and cultural context Reading: Chapter 3 / class blog
Tues 18 Sept	Functional and critical perspectives, other chapters 1-3 themes In-class viewing of film "Outfoxed," part one http://www.outfoxed.org/ Reading: Class blog
Thurs 20 Sept	In-class viewing of film "Outfoxed," part two Reading: Class blog
Tues 25 Sept	Newspapers Reading: Chapter 4 / class blog
Thurs 27 Sept	Magazines Reading: Chapter 5 / class blog
Tues 2 Oct	Exam 1
Thurs 4 Oct	Books Reading: Chapter 6 / class blog
Tues 9 Oct	Radio and sound recordings Reading: Chapters 7 & 8 / class blog
Thurs 11 Oct	Motion pictures Reading: Chapter 9 / class blog
Tues 16 Oct	Television Reading: Chapter 10 / class blog
Thurs 18 Oct	Motion pictures and television continued Reading: Class blog
Tues 23 Oct	Exam 2
Thurs 25 Oct	Internet Reading: Chapter 11 / class blog

Tues 30 Oct	News gathering and reporting Reading: Chapter 12 / class blog
Thurs 1 Nov	News gathering and reporting In-class viewing of PBS Frontline's "Buying the War" http://www.pbs.org/moyers/journal/btw/watch.html Reading: Class blog
Tues 6 Nov	Public relations Reading: Chapter 13 / class blog
Thurs 8 Nov	Advertising Reading: Chapter 14 / class blog
Tues 13 Nov	In-class viewing of PBS Frontline's "The Merchants of Cool" http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/ Reading: Class blog
Thurs 15 Nov	Exam 3
Tues 20 Nov	In-class viewing of film "Bend it like Beckham" – diversity and identity issues related to culture, gender and race http://en.wikipedia.org/wiki/Bend_It_Like_Beckham
Thurs 22 Nov	Thanksgiving Enjoy!
Tues 27 Nov	Regulation Reading: Chapter 15 / class blog
Thurs 29 Nov	Ethics Reading: Chapter 16 / class blog
Tues 4 Dec	Global village Reading: Chapter 17 / class blog
Thurs 6 Dec	Social effects Reading: Chapter 18 / class blog
Tues 11 Dec	Future of media & career opportunities Reading: Class blog
Thurs 13 Dec	Exam 4