WRITING about the MEDIA (019:120)

Spring 2012
1:30 to 3:20 p.m., Tuesdays and Thursdays
W336 Adler Journalism Building

ABOUT THIS COURSE: The media industry that you are preparing to enter is being rocked by change. New technologies, new economic models, new competitors, and new audience expectations and habits contribute to the challenges facing media workers, profoundly affecting the content they provide and the ways they provide it. In addition, swarms of media critics have hatched online, and no journalistic goof or gaffe escapes their sting.

In this class, you will gain an in-depth understanding of these changes by:

* Reporting on what is happening in the industry, both broadly and specifically, joining the growing number of professionals for whom “the media” is a beat.

* Becoming a media critic, writing critiques of media content in a specialty coverage area of your choosing.

You also will monitor leading media observers and commentators at such outlets as NPR, Poynter.org and the Huffington Post. By the end of the semester, you will be able to impress potential employers with your sophisticated knowledge of what is going on in the industry.

REQUIRED READINGS: No textbooks are required for this class.

However, you must subscribe to Columbia Journalism Review ($14.95 for six months or $19.95 for a year of access to the digital edition).

A paid subscription to the digital version of The New York Times, which provides unlimited access to its extensive media coverage, also is recommended. And depending on your interests, you may need to subscribe to newsletters, trade magazines or other paid content.

Additional online readings will be required throughout the semester from a wide range of sources, such as American Journalism Review, the Pew Research Center’s Project for Excellence in Journalism and the Nieman Foundation for Journalism at Harvard University.

CLASS WEBSITE/BLOG: We're online at: WritingAboutMedia.wordpress.com

ONLINE SYLLABUS: This syllabus is available online as a blog link. The online version will be the one to check for updated info and readings throughout the semester.
INSTRUCTOR: Dr. Jane B. Singer
W341 Adler Journalism Building
jane-singer@uiowa.edu; 335-3431

Office Hours: 3:30 to 5 p.m. Tuesdays / 9:30 to 11 a.m. Wednesdays / by appointment

About your instructor: Jane has 15 years experience as a print and online journalist, and another 19 as a teacher and researcher. She worked as a reporter and editor at three East Coast newspapers before joining CBS in the early 1980s as an editor of its fledgling online service. That project evolved into the Prodigy Services Company, and she was Prodigy's first news manager, staffing and overseeing a national online newsroom. From January 2007 to January 2010, Jane was the Johnston Press Chair in Digital Journalism at the University of Central Lancashire in England, where she remains a visiting professor.

SCHOOL INFORMATION:

School of Journalism and Mass Communication
Main office: E305 Adler Journalism Building
Office phone: 335-3486 (Michele Ketchum or Rosemary Zimmerman)
Director: David Perlmutter, E305B AJB; david-perlmutter@uiowa.edu

The School is part of the College of Liberal Arts and Sciences (www.clas.uiowa.edu), which is our administrative home. The College oversees such matters as add/drop deadlines, second-grade-only options and the like. See the CLAS Student Academic Handbook: www.clas.uiowa.edu/students/handbook.

ACADEMIC INTEGRITY: Please refer to the CLAS Student Academic Handbook for information about academic honesty. University penalties for plagiarism -- defined in Webster's New World Dictionary as taking ideas, writings and so on from another and passing them off as one's own -- range from grade reduction to dismissal from the University. The same rules apply online as elsewhere: If someone else created it, that person or organization owns it. For journalists, plagiarism or other dishonesty is a sin deadly to any career. Don’t do it.

ATTENDANCE: Failure to attend class regularly is likely to adversely affect your grade. If you cannot avoid missing class, you must let Jane know the reason for your absence within 24 hours. (E-mail is fine.)

E-MAIL: University policy specifies that students are responsible for all official and class-related correspondence sent to their University of Iowa e-mail address (NAME@uiowa.edu).

GRADUATE CREDIT: Students enrolled in the Graduate College must successfully complete substantive additional work to receive credit for this class. Please talk with Jane about details.

HONORS CREDIT: Any student who is a member of the University Honors Program based on his or her overall UI GPA is eligible to take this course for honors credit. Please talk with Jane about possibilities.

LEARNING ENABLEMENT: If you need academic accommodation for any disability, please register with Student Disability Services (www.uiowa.edu/~sds), then meet privately with Jane to make the necessary arrangements.

RIGHTS and RESPONSIBILITIES: You have a right to expect an environment that enables you to learn. You have a responsibility to colleagues and to Jane to help create an environment in which others may learn. If you have a complaint against any teaching staff member, you are responsible for following procedures in the CLAS Student Academic Handbook. However, please try to work out a solution with those involved first, starting with Jane.

The University also has an explicit policy related to sexual harassment, which subverts the mission of the institution and threatens the well-being of its members. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of harassment should be reported at once.

SEVERE WEATHER: Not uncommon in Iowa! If threatening weather occurs during class, seek appropriate shelter immediately. Class will continue if possible when the event is over. The Hawk Alert site (hawkalert.uiowa.edu) contains details about notification of weather and other emergencies.

TIME ALLOCATION: College policy states that for each semester hour of credit in a course, students should expect to spend two hours per week in out-of-class work or preparation. This is a 4 s.h. class, which means an average of eight hours a week of outside-of-class work.
GRADING

A total of 1,000 points will be possible in Writing about the Media. All work must be completed on time to be eligible for full credit. This page provides the breakdown for undergraduates. Additional work will be required for graduate students. Details about all assignments will be provided in class.

For each of the assignments, you will be able to select a focus area that interests you. Each reporting assignment has two complementary writing components:

- **Blogging:** Tracking, linking to and commenting on relevant stuff published about the topic.
- **Reporting:** Generating an original story, based on background research plus interviews.

**REPORTING on MEDIA CHALLENGES and CHANGE** (250 points total)
The media industry faces many challenges and many ongoing changes, and you will examine one of them. Examples include financial pressures, new competitors, organizational changes, demands for new skills and more.

- **Blogging** (minimum 10 items in all): 10 points per item; last post by February 23
- **Reporting:**
  - Workshop version: February 9 (50 points)
  - Final version: February 23 (100 points)

**REPORTING on HOW THE MEDIA COVER ...** (250 points total)
Here, your focus is on “how the media cover X.” Essentially, this is the media critique component of the class. Your selection of an “X” should be relatively specific (GOP primaries, video games, the Chicago Bulls) rather than broad (politics, entertainment, sports).

- **Blogging** (minimum 10 items in all): 10 points per item; last post by April 5
- **Reporting:**
  - Workshop version: March 8 (50 points)
  - Final version: April 5 (100 points)

**REPORTING on ONE ASPECT of the MEDIA** (250 points total)
With this assignment, you will identify a “story hook” to pursue about one specific aspect of a media-related topic that interests you. Examples of media-related topics include non-profit investigative journalism, fashion photography, health communications or use of anonymous sources.

- **Blogging** (minimum 10 items in all): 10 points per item; last post by our final exam time
- **Reporting:**
  - Workshop version: April 19 (50 points)
  - Final version: Our final exam time, TBD (100 points)

**DAY in the LIFE** (100 points total)
You will shadow a media professional for a full workday, interviewing the professional along with his or her colleagues. You will live blog (Twitter, etc.) during the day, then write a story afterwards.

- **Shadow experience/live blog:** No later than February 24 (Friday)
- **Story written:** No later than March 1

**READINGS QUIZZES** (100 points total)
Because if we don’t, you won’t. So we’ll have five of these, worth 20 points apiece.

- **Quizzes:** January 31, February 21, March 20, April 10, May 1

**MINI-PRESENTATION and DISCUSSION LEADERSHIP** (50 points)
By the second half of the semester, you’ll know quite a lot about the facets of the media you’ve chosen to explore in detail. Here’s where you get to clue the rest of us in.

- **Presentations/discussions:** Between April 12 and May 3 … you’ll pick your date.

**WRITING COUNTS:** Papers with typos or errors of style/grammar/punctuation will be downgraded.

**PLUS-MINUS:** We will use plus-minus indications for final grades.

**GRADE CHANGES:** If you believe a mistake has been made on a grade, you must see Jane within one week after the assignment, exercise or test has been returned to you. After that, the grade stands.
PROPOSED SCHEDULE OF CLASSES, READINGS and ASSIGNMENTS

Here is a tentative outline of where we will go together this semester, subject to change as events and your interests dictate. After the first week, please complete the readings by Tuesday.

Online readings will undoubtedly come and go as new material becomes available (or any of us find something else we like better and want to share). Think of this outline as a stake in the ground. Changes will be incorporated in the updated syllabus available at WritingAboutMedia.wordpress.com.

WEEK ONE: Introductions to Course and Sources
Jan. 17: Welcome to Writing about the Media
Jan. 19: Who’s watching the watchdog? (Answer: everyone, or so it seems.)

READ:
- Pew's Research Center for Excellence in Journalism
  State of the News Media 2011: Overview, Key Trends, Major Findings
  stateofthemedia.org/2011/overview-2/
  stateofthemedia.org/2011/overview-2/major-trends/
  stateofthemedia.org/2011/overview-2/key-findings/

LOOK AROUND:
- Pew Research Center’s Project for Excellence in Journalism
  journalism.org

  Columbia Journalism Review: Behind the News
  cjr.org/behind_the_news/

And for a look back at 50 years of covering the media industry:
- Columbia Journalism Review: Through the Years
  www.cjr.org/magazine/through_the_years/index.php

FIRST SEGMENT: CHALLENGES and CHANGE

WEEK TWO: What’s going on out there?
Jan. 24: Overview: Challenges and change
Jan. 26: Details and discussion: Challenges and change

READ:
- Lowrey, “News: Once and Future Institution?”
  In Changing the News: The Forces Shaping Journalism in Uncertain Times
  Jane will email you a.pdf of this chapter and/or upload it online.

- Doctor, Nieman Lab, “The Newsonomics of the Magic Formula for 2012”
  www.niemanlab.org/2011/12/the-newsonomics-of-the-magic-formula-for-2012/

LISTEN:
- Garfield (interviewing Mutter), NPR On the Media, “Predictions of a Newsosaur”
  www.onthemedia.org/2011/dec/30/predictions-newsosaur/

LOOK AROUND:
- Nieman Lab, including its “Encyclopedia of the Future of News”

  Jim Romenesko
  jimromenesko.com/

  Alan Mutter, “Reflections of a Newsosaur”
  newsosaur.blogspot.com/
WEEK THREE: Financial pressures

Jan. 31: Dire straits or green shoots?
Feb. 2: Source exploration: financial pressures

QUIZ: Tuesday, January 31 (readings from weeks one, two and three)

DEADLINE: Thursday, February 2: Identify and contact, media professional to shadow

Daedalus 139 (2, 2010): 26-38  
www.mitpressjournals.org/doi/pdf/10.1162/daed.2010.139.2.26

Briggs, Quill magazine, “Entrepreneurial Journalism” (book excerpt)  
www.spj.org/quill_issue.asp?ref=1858

Pew Research Center’s Project for Excellence in Journalism  
“Non-profit News: Assessing a New Landscape in Journalism”  
www.journalism.org/analysis_report/non_profit_news_1 (all sections)

LOOK AROUND: Pew Research Center’s Project for Excellence in Journalism,  
“Who Owns the News Media?”  
stateofthemedia.org/media-ownership/

Nieman Labs, “Newsonomics”  
www.niemanlab.org/tag/newsonomics/

Mediaite (and its Power Grid)  
mediaite.com, mediaite.com/power-grid/

WEEK FOUR: Technological pressures

Feb. 7: Multi-skilling or deskilling?
Feb. 9: Workshop: Challenges and change story drafts

DUE: Thursday, February 9: Challenges and change story drafts, in-class workshop

READ: Singer, “Journalism and Digital Technologies”  
In Changing the News: The Forces Shaping Journalism in Uncertain Times  
Jane will email you a .pdf of this chapter and/or upload it online.

Holcomb, Gross and Mitchell, “How Mainstream Media Outlets Use Twitter”  
www.journalism.org/analysis_report/how_mainstream_media_outlets_use_twitter  
www.journalism.org/analysis_report/who_tweets_when_and_how_often  
(Read the overview and “Who Tweets When”; you can skim the other segments.)

LOOK AROUND:  
Online Journalism Review  
ojr.org

Knight Digital Media Center  
knightdigitalmediacenter.org

PaidContent.org: The Economics of Digital Content  
paidcontent.org/
WEEK FIVE: Barbarians at the gate?
Feb. 14: Active audiences
Feb. 16: Source exploration: technological change and social media

READ: Gleason, American Journalism Review, "Harnessing Social Media"  
www.ajr.org/article.asp?id=4860
Gahran, Knight Digital Media Center, “ASNE’s New Social Media Guidelines”  
www.knightdigitalmediacenter.org/news_blog/comments/20110513_asnes_new_social_media_guidelines_how_good_are_best_practices/

OPTIONAL: Singer, Journalism Practice, "Quality Control"  
Accessible through UI Library: Journalism Practice Vol. 4 (No. 2, 2010): 127-142

LOOK AROUND: Poynter.org, Social Media  
www.poynter.org/category/latest-news/media-lab/social-media/  
Mashable (social media)  
Mashable.com  
NewsTrust.net (displays news based on quality ratings from users)  
newstrust.net/

WEEK SIX: Changing the story
Feb. 21: New narratives
Feb. 23: Source exploration: effective storytelling

QUIZ: Tuesday, February 21 (readings from weeks four, five and six)
DUE: Thursday, February 23: Challenges and change final stories
DEADLINE: Friday, February 24: Deadline for shadowing / interviewing media professional

READ: Your selection(s) from Columbia Journalism Review, “The Reporter's Voice”  
From seven reporters and a photographer; read the ones that interest you most  
www.cjr.org/feature/the_reporters_voice.php
Fallows, Atlantic, “Learning to Love the (Shallow, Divisive, Unreliable) New Media”  
Poynter.org  

LOOK AROUND: PBS: Media Shift  
www.pbs.org/mediashift/  
Media Bistro  
www.mediabistro.com/
SECOND SEGMENT: MEDIA CRITICISM

WEEK SEVEN: Overview of media criticism
Feb. 28    What’s not to like? A lot, apparently
March 1:   Discussion of Day in the Life shadow experiences

DUE:       Thursday, March 1: Day in the Life stories (final version; no draft)

READ:      Your selections from Huffington Post: Eat the Press

            Your selections from Salon: Media criticism
            salon.com/topic/media_criticism/

LOOK (or LISTEN) AROUND:  NPR: On the Media
                           onthemedia.org

WEEK EIGHT: Writing a cogent critique
March 6:   Criticism, constructive and not so much
March 8    Workshop: Topical coverage story drafts

DUE:       Thursday, March 8: Topical coverage story/critique drafts; in-class workshop

READ:      Your selections from Accuracy in Media (right-leaning criticism)
            www.aim.org/

            Your selections from Fairness and Accuracy in Reporting (left-leaning criticism)
            fair.org/index.php

LOOK AROUND:  iMediaEthics (Stinky Journalism)
              www.imediaethics.org/

WEEK NINE: *** SPRING BREAK!! Have a safe and happy one! ***

WEEK TEN: Internal criticism
March 20:  Ombudsmen and other sorts of in-house ‘accountability’
March 22  A few prominent media critics … employed by the media

QUIZ:      Tuesday, March 20 (readings from weeks seven, eight and ten)

READ:      Lisheron, “A Fearless Media Critic,” American Journalism Review
            www.ajr.org/Article.asp?id=5133
            (FYI, Jack Shafer now works/blogs for Reuters.com:)

            Campbell, ONO, “This is a job for … Ombudsman, writer of wrongs!”
            www.newsombudsmen.org/campbell.html

LOOK AROUND:  Jack Shafer, reuters.com
              blogs.reuters.com/jackshafer

              Organization of News Ombudsmen, including column archives
              newsombudsmen.org, newsombudsmen.org/category/columns

              The New York Times public editor
              topics.nytimes.com/top/opinion/thepubliceditor/
**WEEK ELEVEN: External criticism**

**March 27:** The role of the reviews

**March 29:** Online gadflies

**READ:**
- CJR editors (of 1961), "Why a Review of Journalism?"
  
  www.cjr.org/fiftieth_anniversary/why_a_review_of_journalism.php

- Hayes, “Let a Thousand Bloggers Swarm”
  
  In *Press Critics Are the Fifth Estate: Media Watchdogs in America*
  
  Jane will email you a .pdf of this chapter and/or upload it online

**LOOK AROUND:**
- *American Journalism Review*
  
  ajr.org

- *Columbia Journalism Review*
  
  cjr.org

- *Gateway Journalism Review* (Midwest media, mostly)
  
  sjreview.org

- Politifact: Pundits
  
  www.politifact.com/subjects/pundits/

- The Daily Beast: Media Pundits
  
  thedailybeast.com/topics/media-pundits.html

**WEEK TWELVE: The chattering classes**

**April 3:** Media pundits and punditry

**April 5:** Responding to criticism (without inserting foot in mouth)

**DUE:**

- **Thursday, April 5:** Topical coverage final stories/critiques

**READ:**
- Starkman, *Columbia Journalism Review*, “Confidence Game”
  
  www.cjr.org/essay/confidence_game.php?page=all

  … and (some) responses: Santo, “Debating Starkman’s ‘Confidence Game’”
  
  www.cjr.org/the_news_frontier/debating_starkmans_confidence.php?page=all

**LISTEN:**
- Garfield (interviewing Siegel), NPR On the Media, “Hellhounds on my Trail”
  
  www.onthemedia.org/2011/dec/30/hellhounds-my-trail/

**LOOK AROUND:**
- Clay Shirky: Clay Shirky
  
  www.shirky.com/weblog/

- Jeff Jarvis: BuzzMachine
  
  Buzzmachine.com

- Jay Rosen: PressThink
  
  pressthink.org/
THIRD SEGMENT: An INDUSTRY in FLUX

WEEK THIRTEEN: Overview of industry segments, plus the print media
April 10: State of the Media 2012 (tentative, pending release of annual report)
April 12: The print industry, plus your presentations

QUIZ: Tuesday, April 10 (readings from weeks eleven, twelve and thirteen)

READ: Component(s) to come, from 2012 State of the News Media report

ASNE-API Leadership Survey
asne.org/Resources/2011_Industry_Challenges_and_Opportunities.aspx

ajr.org/article.asp?id=4605

OPTIONAL: NPR, “David Carr: A Media Omnivore Discusses His Diet”
www.npr.org/2011/12/28/144073696/
david-carr-a-media-omnivore-discusses-his-diet

LOOK AROUND: Huffington Post: Media
huffingtonpost.com/media

The New York Times: Media and Advertising
nytimes.com/pages/business/media/index.html

Editor & Publisher
www.editorandpublisher.com

IN-CLASS PRESENTATIONS begin April 12

WEEK FOURTEEN: The broadcast media
April 17 The broadcast industry, plus your presentations
April 19 Workshop: media aspect story drafts

DUE: Thursday, April 19: Media aspect story drafts; in-class workshop

IN-CLASS PRESENTATIONS continue April 17

READ: Component(s) to come, from 2012 State of the News Media report

Marash, Columbia Journalism Review, “Fade to Black”
www.cjr.org/feature/fade_to_black.php

LOOK AROUND: Broadcasting and Cable magazine
www.broadcastingcable.com/

Radio Television Digital News Association: Communicator
www.rtdna.org/pages/commindex.php
WEEK FIFTEEN: The digital / social / mobile media
April 24: Digital and social media, plus your presentations
April 26: Mobile media, plus your presentations

IN-CLASS PRESENTATIONS continue April 24 and 26

READ: Component(s) to come, from 2012 State of the News Media report

   Journalism.org, “How People Use Tablets and What It Means for Future of News”
   www.journalism.org/analysis_report/tablet
   (Read the overview for sure. More details available from sidebar menu if you like.)

   Gueskin, Seave and Graves, Columbia Journalism Review: “The New New Media’
   (Chapter 4 of “The Business of Digital Journalism”)
   cjr.org/the_business_of_digital_journalism/
   chapter_four_the_new_new_media.php
   (Whole report is interesting, though optional for class. Home page:
   cjr.org/the_business_of_digital_journalism)

LOOK AROUND: Columbia Journalism Review: News Frontier Database
   cjr.org/the_news_frontier_database/

   Poynter: Mobile media
   www.poynter.org/category/latest-news/media-lab/mobile-media/

WEEK SIXTEEN: The specialty media
May 1: Strategic communications, plus your presentations
May 3: Other specialty media, plus your presentations

QUIZ: Tuesday, May 1 (readings from weeks fourteen, fifteen and sixteen)

IN-CLASS PRESENTATIONS finish up May 1 and 3

READ: Component(s) to come, from 2012 State of the News Media report

   Sullivan, Columbia Journalism Review, “True Enough: The Second Age of PR”
   www.cjr.org/feature/true_enough.php

   Drew, Columbia Journalism Review, “The New Investigators”
   www.cjr.org/feature/the_new_investigators.php?page=all

LOOK AROUND: I Want Media: Media interviews (interviews with people in the media)
   iwantmedia.com/people/

   Center for Investigative Reporting: The Muckraker blog
   centerforinvestigativereporting.org/blogs

FINAL EXAM WEEK:
Our final exam time/day will be set by the university later in the semester. The final version of your media aspect stories will be due then.

*** HAVE A SUPER SUMMER, EVERYONE! ***
ONLINE RESOURCES ABOUT the MEDIA

Here is an alphabetical list of resources incorporated throughout the syllabus (plus a few extras):

* **Accuracy in Media** (conservative media watchdog) aim.org
* **American Journalism Review** ajr.org
* **American Society of News Editors** asne.org
* **Broadcasting and Cable** broadcastingcable.com
* **Buzzmachine** (Jeff Jarvis) buzzmachine.com
* **Center for Investigative Reporting: The Muckraker blog** centerforinvestigativereporting.org/blogs
* **Columbia Journalism Review**
  - **CJR Behind the News** cjr.org/behind_the_news
  - **CJR Business of Digital Journalism** cjr.org/the_business_of_digital_journalism
  - **CJR News Frontier Database** cjr.org/the_news_frontier_database
* **Committee to Protect Journalists** cpj.org
* **Communicator** (Radio Television Digital News Association) rtdna.org/pages/commindex.php
* **Cyberjournalist.net** cyberjournalist.net
* **The Daily Beast: Media Pundits** thedailybeast.com/topics/media-pundits.html
* **Editor & Publisher** editorandpublisher.com
* **Fairness and Accuracy in Reporting** (liberal media watchdog) fair.org
* **Gateway Journalism Review** (focus on media in Midwest)
* **Huffington Post: Media**
  - **Huffington Post: Eat the Press** huffingtonpost.com/media
  - **Huffington Post: Media Interviews** huffingtonpost.com/news/eat-the-press
* **I Want Media**
  - **I Want Media: Media Interviews** iwantmedia.com
* **Institute for Interactive Journalism (J-Lab)** j-lab.org
* **Knight Digital Media Center** knightdigitalmediacenter.org
* **Mashable** mashable.com
* **Media Bistro** mediabistro.com
* **Mediaite**
  - **Mediaite Power Grid** mediaite.com/power-grid
* **Mutter** (Alan), “Reflections of a Newsosaur” newsosaur.blogspot.com
* **The New York Times public editor**
* **Nieman Journalism Lab** (Harvard University)
  - **Nieman Encyclopedia of the Future of News** niemanlab.org/encyclo
  - **Nieman Foundation for Journalism** nieman.harvard.edu
  - **Nieman "Newsonomics" articles** niemanlab.org/tag/newsonomics
  - **Nieman Reports** nieman.harvard.edu/reports.aspx
* **NPR On the Media** onthemedia.org
* **Online Journalism Review** ojr.org
* **Organization of News Ombudsmen**
  - **ONO column archives** newsombudsmen.org/category/columns
* **PaidContent.org** paidcontent.org
* **PBS Media Shift** pbs.org/mediashift
* **Pew Research Center’s Project for Excellence in Journalism** journalism.org
* **PolitiFact: Pundits** www.politifact.com/subjects/pundits
* **Poynter Institute** poynter.org
* **PressThink** (Jay Rosen)
* **Quill** magazine (Society of Professional Journalists)
* **Romenesko** (Jim)
* **Salon: Media criticism** salon.com/topic/media_criticism
* **Shafer** (Jack), reuters.com
* **Shirky** (Clay)
* **Society of Professional Journalists: Blogs** blogs.spj.org
* **Stinky Journalism** (now iMediaEthics)

*Personal favorites:*

* * *
THE IOWA DOZEN

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, members of each of these groups enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.

To accomplish that mission:

**We learn to ...**

1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

**We value ...**

6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

**We explore ...**

10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.