Course Instructor
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Phone: (319) 335-3346
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Office Hours: By appointment or via email

Course Site
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.
http://icon.uiowa.edu/index.shtml

Academic Course Home
College of Liberal Arts and Sciences

Prerequisites
None

Course Goal and Objectives
This course centers on the most current trend facing journalism today: the Internet’s effect on the content of news media and the work of reporters. The course begins with a survey of open source journalism and convergence culture, examining the collision between old and new media, and the mass amateurization of professional communication. We will consider the transformation of journalism in the digital age in light of the apparent shrinking size of articles, the reduction in readers’ attention span, and the decline of deep reading. The course then focuses on the debate over the effect of the Internet on culture, featuring readings arguing that the increased use of the web has placed a new premium on flashy headlines and shorter stories, a trend that has moved away from the content and explanation of fuller more nuanced pieces. Others will find unique entrepreneurial opportunities that have arisen through computer-mediated communication.

Topics include how writing and production values of major magazines and newspapers are increasingly mimicking web design and other features of the Internet. All of these trends have tended to devalue journalists as writers and threaten to transform them into replaceable “content producers.” Current movements that have responded by harkening back to an earlier age that regularly featured seven-thousand-word stories like those of Gonzo Journalist Hunter S. Thompson in the Rolling Stone include Grantland.com, longform.org, and longreads.com, and highly publicized live marathon readings of long, difficult works such as Moby-Dick.

- Discover how the Internet has impacted journalism and the work of reporters.
- Learn major concepts in mass communication that explain the transition from print to digital news.
- Consider the cultural and cognitive effects of the digital media on reading for entertainment and news.
- Expand your thinking about job opportunities in online journalism.

Media/System Requirements
Listed below are the media/system requirements applicable to this course:

- **System requirements.** Computer with Internet access and a sound card.
- The latest version of **Adobe Reader and Adobe Flash Player** must be installed in your computer in order to access the course materials posted on ICON (i.e. Study Guide, video clips). For a free download of these applications, visit the Center for Credit Programs Internet Connection Test/Download Page.
  - Once on this page, scroll down to “Test Sample Files/Download Software,” and
  - Test the file related to the media player listed above.
Required Textbooks

The required textbooks for this course are:


Note: The books above may be ordered from the vendor of your choice (e.g. Amazon) or from a local bookstore. Listed below are bookstores in the Iowa City area; students may order books from these vendors online (visit vendor website), or by phone. **Walk-in orders** are also accepted. **Exact editions are required.**


Grading Criteria

Final course grades will be assessed based on the student’s performance in the following items:

<table>
<thead>
<tr>
<th>Points</th>
<th>% of final grade</th>
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<tbody>
<tr>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>300</td>
<td>30%</td>
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<tr>
<td>300</td>
<td>30%</td>
</tr>
<tr>
<td>200</td>
<td>20%</td>
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Total Points: 1000 100%

Final course grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A to A-</td>
<td>100 – 90</td>
</tr>
<tr>
<td>B+ to B-</td>
<td>89-80</td>
</tr>
<tr>
<td>C+ to C-</td>
<td>79-70</td>
</tr>
<tr>
<td>D+ to D-</td>
<td>69-60</td>
</tr>
<tr>
<td>F</td>
<td>below 60</td>
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Course Structure

This course is being offered over the World Wide Web as a Distance Education offering. Students will **login to the course site** on ICON to access the course materials (syllabus, assignments, schedules), and the discussions forum. For details of the course assignments and activities, see the “Course Work” section of this syllabus. Course content consists of the assigned books and several websites.

Students will be expected to visit the course site regularly in order to:

- **Review the “Content” page** and get familiarized with all course materials. Among other things, this page contains links to media and web-activities to be completed as part of this course.
• **Review the course homepage regularly** for any updates related to the course “Events”.
• **Submit** assignments and final project to the course instructor **via the ICON “Dropbox”**.

In addition, students will visit the course site to:

• **Participate** in the “Discussions” forum. Discussions will be based upon the assigned textbook chapters, course videos, and assignments. There will be a Discussion Forum area for each week of the course, containing one or more discussion topics. The first posting of each topic (before any students make postings) will be from the instructor. First, it will describe what you should write in your own posting for that topic. All posts are graded on the quality of care, effort, and substance and quantity of responses and interactions with classmates.

**Email:**

Email is the official method of communication for this course. Students are expected to check their university email account frequently.

The course structure described above assumes that students have basic computer skills and are knowledgeable about the various programs and hardware they will need to use during this session (e.g. Microsoft Word). For information and computer support geared toward distance education students, access:

• the **Technical Support page** - http://www.continuetolearn.uiowa.edu/tech-support/index.html
• the **Student Guide to ICON** - http://icon.uiowa.edu/support/onlinehelp/students/guide/

**Course Work**

**Quizzes (4):**

There will be four quizzes covering material from the lectures and assignments. Each quiz will be worth 50 points toward the final grade.

**Online Discussions (10):**

Students will participate in ten online discussions. Discussions will be based on questions from the instructor relevant to the workbook tutorials and assignments, lectures, and demonstration videos. Students will answer instructor questions and then discuss the questions with classmates. See the “Course Calendar” for posting deadlines. Participation in each online discussion is worth 20 points toward the final grade.

**Essays (4-5 pgs.) (3):**

You will have the opportunity to select write on any of the three books on the syllabus. Each of these short essays will summarize the book’s main argument and analyze the core concepts forwarded by the author. Each essay is worth 100 points.

**Revised Essay (8-10 pgs.) (1):**

You will select on of the three short essays for the course and expand it into a formal academic essay, going into further depth and expanding the frame of reference to other works on the syllabus as well as outside research. This essay will function as the course’s final project.

**Continuing Education Policies and Instructions:**
As a registered student in a Continuing Education course through The University of Iowa, you are responsible for the policies and instructions posted below. This information is also provided on your ICON course site under Content > Policies and Procedures.

**Special Modifications:** Subsequent to course enrollment, students needing accommodations should register with Student Disability Services, 3100 Burge Hall, (319) 335.1462, and obtain a Student Academic Accommodation Request (SAAR) form. The form will specify what course accommodations are judged reasonable for that student. The Division of Continuing Education is committed to both Section 504 of the Rehabilitation Act of 1973 and Section 508 of the Workforce Investment Act of 1998.

**Academic Misconduct:** All forms of plagiarism and any other activities that result in a student presenting work that is not his or her own are academic fraud. All academic fraud is reported to the departmental DEO and then to the Associate Dean for the Office of Academic Programs and Student Development. All incidents of academic misconduct (plagiarism and cheating) will be subject to the rules and regulations of the College of Liberal Arts and Sciences as defined and stated in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).

**Understanding Sexual Harassment:** Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit this site (http://www.sexualharassment.uiowa.edu/) for definitions, assistance, and the full University policy.

**Complaint Procedures:** If at any time you have concerns about this class or your performance in it, please do not hesitate to contact me. If you do not feel that your concern has been resolved satisfactorily, you may contact the Department Chair (contact information provided at the top of page one of this syllabus). If you still do not feel that your concern has been resolved satisfactorily, you may contact the College of Liberal Arts and Sciences Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. All complaints must be made within six months of the incident. The College’s complaint procedures are in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).

**Administrative Home of the Course:** The administrative home of this course is the College of Liberal Arts and Sciences, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic fraud or academic probation, and how credits are applied for various graduation requirements. Different colleges might have different policies. If you have questions about these or other CLAS policies, contact your academic advisor or the Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. The CLAS Academic Policies Handbook also contains important CLAS academic policy: http://clas.uiowa.edu/students/handbook.
# Course Calendar

## Week 1: Open Journalism | January 21 – January 24

**Due Dates:**
- **Answer Discussion Questions:** Due 1/23 (Thurs.)
- **Discussion 1 with classmates:** Due 1/26 (Sun.)

**This Week:**
- **Watch** Lecture #1
  - **Note:** All course media will be posted on the course site (ICON). See “Content” page.
- **Read** *We the Media*: Intro-Ch. 1
- **Watch** Lecture #2 (ICON > “Content” page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 1).
- **Comment** on at least 2 of your classmates’ initial postings to Week 1 Discussion Questions.

## Week 2: Open Journalism | January 27– January 31

**Due Dates:**
- **Answer Discussion Questions:** Due 1/30 (Thurs.)
- **Discussion 2 with classmates:** Due 2/2 (Sun.)
- **3, 4-5 pg. Essays:** Submit on your choice of three of the due dates designated on the syllabus;
  - Read assignment on “Content” page

**This Week:**
- **Read** *We the Media*: Chapters 2 & 7
- **Watch** Lecture #3 (“Content” page)
- **Read** *Here Comes Everybody*: Chapters 1-2
- **Watch** Lecture #4 (“Content” page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 2).
- **Comment** on at least 2 of your classmates’ initial postings to Week 2 Discussion Questions.

## Week 3: Open Journalism | February 3 – February 7

**Due Dates:**
- **Quiz 1:** Due 2/4 (Tues.)
- **Answer Discussion Questions:** Due 2/6 (Thurs.)
- **Discussion 3 with classmates:** Due 2/9 (Sun.)

**This Week:**
- **Read** *Here Comes Everybody*: Chapters 3-4
- **Watch** Lecture #5 (“Content” page)
- **Take** Quiz #1 (ICON > “Quizzes” page).
- **Read** *Here Comes Everybody*: Chapter 5
- **Watch** Lecture #6 (“Content” page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 3).
- **Comment** on at least 2 of your classmates’ initial postings to Week 3 Discussion Questions.

## Week 4: Open Journalism | February 10 – February 14
### Due Dates:
- **Answer Discussion Questions**: Due 2/13 (Thurs.)
- **Discussion 4 with classmates**: Due 2/16 (Sun.)

### This Week:
- **Read**: *Here Comes Everybody*: Chapters 6-7
- **Watch** Lecture #7 ("Content" page)
- **Read**: *Here Comes Everybody*: Chapters 8-9
- **Watch** Lecture #8 ("Content" page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 4).
- **Comment** on at least 2 of your classmates’ initial postings to Week 4 Discussion Questions.

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### Week 5: Convergence Culture | February 17 – February 21

**Due Dates:**
- **Essay Option**: Due 2/18 (Tues.)
- **Answer Discussion Questions**: Due 2/20 (Thurs.)
- **Discussion 5 with classmates**: Due 2/23 (Sun.)

**This Week:**
- **Read**: *Here Comes Everybody*: Chapters 10-Epilogue
- **Watch** Lecture #9 ("Content" page)
- **Submit** the optional essay electronically via the ICON Dropbox ("Week 5" folder)
- **Read**: *Convergence Culture*: Intro-Chapter 1
- **Watch** Lecture #10 ("Content” page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 5).
- **Comment** on at least 2 of your classmates’ initial postings to Week 5 Discussion Questions.

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### Week 6: Convergence Culture | February 24 – February 28

**Due Dates:**
- **Quiz 2**: Due 2/27 (Thurs.)
- **Answer Discussion Questions**: Due 2/27 (Thurs.)
- **Discussion 6 with classmates**: Due 3/2 (Sun.)

**This Week:**
- **Read**: *Convergence Culture*: Chapters 2-3
- **Watch** Lecture #11 ("Content” page)
- **Read**: *Convergence Culture*: Chapters 4-5
- **Watch** Lecture #12 ("Content” page)
- **Take** Quiz #2 (ICON > “Quizzes” page).
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 6).
- **Comment** on at least 2 of your classmates’ initial postings to Week 6 Discussion Questions.

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### Week 7: The Digital Age and Its Discontents | March 3 – March 7

**Due Dates:**
- **Essay Option**: Due 3/4 (Tues.)
- **Answer Discussion Questions**: Due 3/6 (Thurs.)
- **Discussion 7 with classmates**: Due 3/9 (Sun.)

**This Week:**
- **Read**: *Convergence Culture*: Chapters 6-Conclusion
- **Watch** Lecture #13 ("Content” page)
- **Submit** the optional essay electronically via the ICON Dropbox ("Week 7" folder)
- **Read**: *The Shallows*: Prologue-Chapter 2
- **Watch** Lecture #14 ("Content” page)
- **Post** your answers to the discussion questions posted on the course site (ICON > Discussions > Week 7).
- **Comment** on at least 2 of your classmates’ initial postings to...
### Week 8: The Digital Age and Its Discontents | March 10 – March 14

<table>
<thead>
<tr>
<th>Due Dates</th>
<th>This Week</th>
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<tr>
<td>- Quiz 3: Due 3/13 (Thurs.)</td>
<td>- Read: <em>The Shallows</em>: Chapters 3-5</td>
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<tr>
<td>- Answer Discussion Questions: Due 3/13 (Thurs.)</td>
<td>- Watch Lecture #15 (“Content” page)</td>
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<tr>
<td>- Discussion 8 with classmates: Due 3/16 (Sun.)</td>
<td>- Read: <em>The Shallows</em>: Chapters 6-8</td>
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<td>- Watch Lecture #16 (“Content” page)</td>
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<td>- Take Quiz #3 (ICON &gt; “Quizzes” page).</td>
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<td>- Post your answers to the discussion questions posted on the course site (ICON &gt; Discussions &gt; Week 8).</td>
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<td>- Comment on at least 2 of your classmates’ initial postings to Week 8 Discussion Questions.</td>
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### Week 9: The Digital Age and Its Discontents | March 24 – March 28

<table>
<thead>
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<th>Due Dates</th>
<th>This Week</th>
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<tr>
<td>- Essay Option: Due 3/25 (Tues.)</td>
<td>- Read: <em>The Shallows</em>: Chapters 9-Epilogue</td>
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<td></td>
<td>- Watch Lecture #17 (“Content” page)</td>
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<td>- Submit the optional essay electronically via the ICON Dropbox (“Week 9” folder)</td>
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<td>- Read: <em>Fast Media/Media Fast</em>: Part I</td>
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<td>- Watch Lecture #18 (“Content” page)</td>
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### Week 10: The Digital Age and Its Discontents | March 31– April 4

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<tr>
<th>Due Dates</th>
<th>This Week</th>
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<tbody>
<tr>
<td>- Answer Discussion Questions: Due 4/3 (Thurs.)</td>
<td>- Read: <em>Fast Media/Media Fast</em>: Part II</td>
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<td>- Discussion 9 with Classmates: Due 4/6 (Sun.)</td>
<td>- Watch Lecture #19 (“Content” page)</td>
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<td>- Read: <em>Fast Media/Media Fast</em>: Part III</td>
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<td>- Watch Lecture #20 (“Content” page)</td>
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<td>- Post your answers to the discussion questions posted on the course site (ICON &gt; Discussions &gt; Week 10).</td>
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<td>- Comment on at least 2 of your classmates’ initial postings to Week 10 Discussion Questions.</td>
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### Week 11: The Digital Age and Its Discontents | April 7 – April 11

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<thead>
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<th>Due Dates</th>
<th>This Week</th>
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<tr>
<td>- Essay Option: Due 4/8 (Tues.)</td>
<td>- <em>Fast Media/Media Fast</em>: Part IV</td>
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<td>- Watch Lecture #21 (“Content” page)</td>
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<td>- Submit the optional essay electronically via the ICON Dropbox (“Week 11” folder)</td>
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<td>- Read: <em>Will the Last Reporter...</em>: Chapters 1-2</td>
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<td>- Watch Lecture #22 (“Content” page)</td>
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### Week 12: The Future of Journalism | April 14 – April 18
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<tr>
<th>Week 13: The Future of Journalism</th>
<th>April 21 – April 25</th>
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</thead>
<tbody>
<tr>
<td><strong>Due Dates:</strong></td>
<td><strong>This Week:</strong></td>
</tr>
</tbody>
</table>
| ☐ Quiz 4: Due 4/15 (Tues.) | ▪ Read: *Will the Last Reporter...*: Chapters 3-5  
▪ Take Quiz #4 (ICON > “Quizzes” page).  
▪ Watch Lecture #23 (“Content” page)  
▪ Read: *Will the Last Reporter...*: Chapters 18-20  
▪ Watch Lecture #24 (“Content” page) |
| **Week 14: The Future of Journalism | April 28 – May 2** |
| **Due Dates:** | **This Week:** |
| ☐ Essay Option: Due 4/22 (Tues.) | ▪ Read: *Will the Last Reporter...*: Chapters 24, 29, 32  
▪ Watch Lecture #25 (“Content” page)  
▪ Submit the optional essay electronically via the ICON Dropbox (“Week 13” folder)  
▪ Read: *Entrepreneurial Journalism*: Foreword-Ch. 2  
▪ Watch Lecture #26 (“Content” page) |
| ☐ Answer Discussion Questions: Due 5/1 (Thurs.)  
☐ Discussion 10 with Classmates: Due 5/4 (Sun.) | |