PRINCIPLES OF JOURNALISM
JMC 1400:0001, FALL 2020
Delivery Mode: Web
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Office hours: 24/7 on email and/or Canvas Live Chat

Course Description

This course examines the rapid changes occurring now in media within the areas of journalism and strategic communication. We will consider the major forces driving those changes and how to navigate the future of these fields. Special attention will be paid to how core principles of journalism, marketing, and promotion have adapted to technological developments in digital media communication.

_no textbook is required for this course. All readings are available on Canvas and links on this syllabus under the section labeled “Course Calendar.”_

SJMC Learning Outcomes

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes. In this course, students will

- Reflect on the institution of journalism and its role in society [ethics learning outcome]
- Understand the major causes of disruption within journalism and their consequences for the field [media history learning outcome]
- Demonstrate knowledge of core journalistic practices and values [media literacy learning outcome]
- Evaluate the landscape of the contemporary journalistic field and its immediate future

Policies:

- **Missed exams and assignments** without forewarning automatically fail. If a calamitous event occurs that prevents you from taking an exam at the scheduled time, please contact me before the exam; documentation must be provided 48 hours after the exam. A record of your clinic visit on MyChart will be acceptable.
• **No email submissions.** Submit your written assignment to **Canvas only**.

**Assignments and Grades**

- Participation: 150 points (based on Canvas discussions)
- 3 Exams: 100 points each (300 total points)
- Written Assignment: 50 points

Total: 500 points

**Participation** will be based on your contribution to a lively, engaged online learning environment.

On Canvas you will have the opportunity to discuss the reading with your classmates.

1) **I will post discussion questions every Monday.** Make sure you post a response by Thursday evening (whatever time that evening is fine). Your initial post should be at least one full paragraph long.

2) **Then reply to at least three other post of your classmates by Friday evening.** The quality and quantity of your contribution to these online discussions will determine your participation grade.

Knowledge Checks are on key concepts drawn from the reading material. KCs, as we call them, will occur on Tuesdays at the beginning of the recorded lecture and consist of 3-5 items you will be asked to identify on your own. **Individual KC's are not graded; instead they are an informal way for you to checking your grasp of the material.** Tuesday’s KCs will be drawn from a longer list provided for you the previous Thursday.

**The three exams** are open book and note; each is worth 100 points and consists of fifty multiple-choice questions taken online on the dates listed on the syllabus. **Many questions are drawn from material presented in lectures only.**

Lectures are recorded PowerPoint (PPT) Slideshows posted on Canvas when our class meets at 2PM Tuesdays and Thursdays. Please download the PPT Slideshow before opening it, which will automatically activate the audio. You can pause the PPT Slideshow by hitting the left arrow on your keyboard and right arrow to continue. Each PPT Slideshow will be removed from Canvas by 4PM the day it is posted. For optimal retention, power down all other devices to create a non-distracting environment and take notes with a pen and paper as you normally would in a live lecture. Students are responsible for having functional computer equipment to access these PPT Slideshows. Please contact ITS (Help Desk Live Chat) if you need assistance: [https://its.uiowa.edu/support](https://its.uiowa.edu/support) All lectures are new and were recorded specifically for the Fall 2020 edition of this course.

**The final 3-5 page paper** will engage one of the course’s themes on the future of media principles. Readings and a peer critique are scheduled the week before the paper (worth 50 points) is due on Canvas the last day of the semester to give you the maximum amount of time for its completion.
Grading Scale

Rounding only at .5 to the next whole number; .4 will not be rounded up.

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<th>Range</th>
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**COURSE CALENDAR**

**Weeks 1-5: A FOUNDATION**

**Week 1: Getting Started**

Aug. 25: Introduction
View the *Guardian* award-winning advertisement: [https://www.youtube.com/watch?v=vDGrfhJH1P4](https://www.youtube.com/watch?v=vDGrfhJH1P4)

Aug. 27: The Nature of the News; **Canvas Discussion Post Due; 3 Replies Due Fri.**

**Week’s Reading:**

**Week 2: Democracy and Media**

Sept. 1: Journalism’s Democratic Role

Sept. 3: Challenges to Public Interest Journalism; **Canvas Discussion Post Due; 3 Replies Due Fri.**

**Week’s Reading:**
Week 3: Norms and Practices of Journalism

Sept. 8: Facts and Values

Sept. 10: Verification in Journalism Practice; Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:

Week 4: Public Interest Journalism

Sept. 15: Exposing Political Corruption

Sept. 17: Exposing Financial Corruption; Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:

Week 5: Recap

Sept. 22: Review: Canvas Discussion

Sept. 24: Exam I
Weeks 6-10: DIGITAL MEDIA

Week 6: Digital and Paywalled Media

Sept. 29: Changes in Production

Oct. 1: Changes in Consumption; Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:
- Weisberg J. & MacArthur, J. (2014). Journalism’s big bright future (Is a lie?) Columbia Journalism Review July/August. (Read both lectures linked at bottom):
  http://www.cjr.org/feature/journalisms_bright_future_is_a.php

Week 7: Networks and Brands

Oct. 6: Social Networks

Oct. 8: The Rise of Podcasting Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:
- Rainie, L. & Wellman, B. (2012). Networked information. Chapter 9 of Networked: The social operating system. The MIT Press. [Canvas]

Week 8: Big Tech and Media Publishers

Oct. 13: Platforms, Content, and Profits

Oct. 15: Collaboration or Competition?: Google and the News Business Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:
- Ha, A. (2020, April 15) Tech Crunch
  https://techcrunch.com/2020/04/15/google-announces-a-journalism-emergency-relief-fund-for-local-newsrooms/?guccounter=1
Week 9: Facebook and Media Expansion

Oct. 20: Facebook in India

Oct. 22: Crafting Viral News Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:

Week 10: Recap

Oct. 27: Review: Canvas Discussion

Oct. 29: Exam II

Weeks 11-15: NEW PRACTICES AND VALUES

Week 11: Reassessing Objectivity in the Digital Age

Nov. 3: Race, Media Ownership, Business Models, and Objectivity

Nov. 5: Objectivity as method Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:
- Invisible men (16 July 2020) *Economist* [Canvas]

Week 12: Alternative Business Models

Nov. 10: The Slow Media Movement

Nov. 12: New Revenue Streams Canvas Discussion Post Due; 3 Replies Due Fri.

Week’s Reading:

**Week 13:** Digital Branding

Nov. 17: Longform Documentary

Nov. 19: Sponsored Content Canvas Discussion Post Due; 3 Replies Due Fri.

**Week’s Reading:**

Thanksgiving Break, Nov. 23-27

**Week 14:** Recap

Dec. 1: Review: Canvas Discussions

Dec. 3: **Exam III**

**Week 15:** The Future of Media: Changing Principles

Dec. 8 Readings:
• L. Beccaria & St. Exupery P. (2013). Content and its Discontents. Harper’s October. [Canvas]

Dec. 10: Canvas Discussion Post Due; 3 Replies Due Fri. (This week’s discussion will be a peer critique in which you share and comment on a rough draft of pg. 1 of the Final Paper on the future of media principles)

**Friday, Dec. 18:**
Final Paper Due on Canvas by 8PM, 3-5 pages (No final exam)
Maintaining a Professional Environment

- Be courteous and professional in your correspondence for this course, using proper grammar and proper modes of address.
- Conduct yourself in a professional manner when collaborating and discussing issues with your classmates on Canvas.

Media scholarship is founded upon the use of evidence and logic to formulate forceful and convincing claims. Insights and comments will be judged strictly on the merit of their content and use of textual support without regard to the individual who asserts it. The assertion of any personal, or “editorial” values beyond the scope of the course content is not required, and should be made only at the student’s discretion.

In addition to respecting one another in class, students will approach the course’s readings and films as academic material for active study rather than passive entertainment. The study of journalism and media involves examining texts to discover how a culture thinks about itself. In an exciting, safe online environment, in which the student’s social class, ethnic background, gender orientation or other personal attributes will not come under scrutiny or judgment, satisfaction will derive from finding profound meaning in the world of media communication. It is in this spirit of mutual respect for classmates, professor, and subject matter that we begin our intellectual journey.

Expectation of Time Allocation
In a three-semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included. A student taking 5 courses (3 s.h. each) should expect to spend around 45 hours a week on academic work.

College of Liberal Arts and Sciences
Information for Undergraduates

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use the CLAS absence form to aid communication with the instructor who will decide if the absence is excused or unexcused. The form is located on ICON within the top banner under “Student Tools.”
Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through UI email. Visit this page for information: https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code.

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Classroom Expectations
Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the Code of Student Life. This includes the policies and procedures that all students have agreed to regarding the Steps Forward for Fall 2020 in response to the COVID-19 pandemic. Particularly, all students are required to wear a face cover when in a UI building, including a classroom. In addition, the density of seats in classrooms has been reduced. In some instances, this will allow 6 feet or more of distance while other cases, it may be less. Regardless, wearing face coverings and maintaining as much distance as is possible are vital to slowing the spread of COVID-19. In the event that a student disrupts the classroom environment through their failure to comply with the reasonable directive of an instructor or the University, the instructor has the authority to ask that the student immediately leave the space for the remainder of the class period. Additionally, the instructor is asked to report the incident to the Office of Student Accountability for the possibility of additional follow-up. Students who need a temporary alternative learning arrangement related to COVID-19 expectations should contact Student_Disability

Class Recordings: Privacy and Sharing
Some sessions of a course could be recorded or live-streamed. Such a recording or streaming will only be available to students registered for the course. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit written consent of the faculty member. Students may not share these sessions with those not in the class; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and, in some cases, a violation of the Federal Education Rights and Privacy Act (FERPA).

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences; see this page for more information: https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals with a few exceptions made for particular types of courses such as labs or off-cycle courses: https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
The University of Iowa is committed to making the classroom a respectful and inclusive space for people of all gender, sexual, racial, religious, and other identities. Toward this goal, students are invited in MyUI to optionally share the names and pronouns they would like their instructors and advisors to use to address them. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation,
national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (https://diversity.uiowa.edu/eod; +1 319 335-0705 or (diversity.uiowa.edu)

**Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.