PRINCIPLES OF JOURNALISM
JMC 1400:0001, FALL 2019
T/Th, 2-3:15PM 101 BCSB
Prof. David Dowling
Office: E334 Adler Journalism Building
david-dowling@uiowa.edu
Office hours: T/Th. 12:00-1:30PM drop in, or by appointment

Course Description
This course examines the rapid changes occurring now in the field of journalism. We will consider the major forces driving those changes and how to navigate the future of the field. Special attention will be paid to journalism’s public service mission and how it has adapted to the digital age.

No textbook is required for this course. All readings are available on Canvas.

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. You can find more information about these learning outcomes here: http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you achieve proficiency in understanding and applying the principles and laws of freedom of speech and press in real space and cyberspace. Achieving these outcomes means the ability to:

- 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:

- Please stay focused; power down phones, laptops and any other electronic devices. Come to class on time and remain for the full class period. Do not pack your bags until class is over.
• **Attendance** is essential to your performance on the exams. In addition to readings, *exams cover a great deal of material presented in class only.* PowerPoint slides will appear in class only and will not be released. Research shows a *direct correlation between attendance and GPA, as well as broader measures of academic success such as time to graduation.* Your success depends on solid attendance.

• **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.

• **It is the student’s responsibility to obtain the content of classes missed through classmates who were in attendance.** Exchange contact information with a partner who will agree to give you the class notes in case you are absent.

• **No email submissions.** Submit your written assignment to Canvas only.

**Assignments and Grades**

- Participation: 50 points
- 3 Exams: 100 points each
- Written Assignment: 150 points

Total: 500 points

**Participation** will be based on your contribution to a lively, engaged learning environment. I will assess your preparation through a series of Knowledge Checks on key concepts drawn from the reading material. KCs, as we call them, will occur on Tuesdays and consist of 3-5 items you will be asked to identify and discuss in writing. *Individual KC’s are not graded; instead they are collected and judged along with your posts to online discussions and compliance with course policies to arrive at your total participation grade.* Tuesday's KCs will be drawn from a longer list provided for you in class the previous Thursday. Several discussions on Canvas will provide opportunities to discuss material with your classmates and to increase your participation grade. Compliance with policies regarding late arrival and early departure from class as well as technology use in class will also be factored into the participation grade.

**The three exams** will be in-class and worth 100 points each. You will collaborate with classmates to compile a review sheet on Canvas based on lectures and readings. To help you prepare, the class period before each exam will be a review. *Many questions cover material presented in class only that does not appear in the reading.* Each midterm is objective and worth 100 points.
The final 5-page paper will be cumulative, tracing the course’s themes. The final paper is due on Canvas on the last regular day of class and is worth 150 points.

Grading Scale

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

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<th>Grade</th>
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<tr>
<td>A+</td>
<td>97% and above</td>
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<td>A</td>
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COURSE CALENDAR

Weeks 1-5: A FOUNDATION

Week 1: Getting Started

Aug. 27: Introduction

Aug. 29: The Nature of the News


Week 2: Democracy and Media

Sept. 3: Journalism’s Democratic Role

Sept. 5: Challenges to Public Interest Journalism


Week 3: Norms and Practices of Journalism

Sept. 10: Facts and Values

Sept. 12: Verification in Journalism Practice
**Week’s Reading:** Kovach B. & Rosenstiel T. (2010). *Blur*. Chapters 1 and 3 (p.1-11 and 26-56). [Canvas]

**Week 4:** Public Interest Journalism

Sept. 17: Exposing Political Corruption

Sept. 19: Exposing Financial Corruption

**Week’s Reading:**

**Week 5:** Recap

Sept. 24: Review

Sept. 26: **Exam I**

**Weeks 6-10: DIGITAL DISRUPTION**

**Week 6:** Digital Journalism

Oct. 1: Changes in Production

Oct. 3: Changes in Consumption

**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:** Networked News

Oct. 8: Social Networks

Oct. 10: Technology’s Impact on Networks

**Week’s Reading:**

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


**Week 8:** A Shock to the System

Oct. 15: The First Digital Newsroom

Oct. 17: Successes, Reservations, Limitations

**Week’s Reading:** Clay Shirky, “Everyone is a Media Outlet,” In Shirky, Here Comes Everybody: The Power of Organizing without Organizations, NY: Penguin, 2009, pp. 55-80. [Canvas]

**Week 9:** Winning a Mass Audience

Oct. 22: Facebook in India

Oct. 24: Crafting Viral News

**Week’s Reading:**


- Marantz, A. (2015, January 5). The Virologist. The New
Week 10: Recap

Oct. 29: Review

Oct. 31: Exam II

Weeks 11-15: NEW PRACTICES AND VALUES

Week 11: Business Models of Digital News

Nov. 5: Part 1: What is Happening to Advertising Revenue?

Nov. 7: Part 2: Are there Alternative Revenue Streams?

Week’s Reading:


Week 12: Alternative Business Models

Nov. 12: Europe’s Slow Journalism Movement

Nov. 14: Distinctions, Differences

Week’s Reading:


Week 13: The Digital News Ecosystem

Nov. 19: Authors or Content Producers?

Nov. 21: Digital Branding

Thanksgiving Break, Nov. 24-30

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

Week 14: Recap

Dec. 3: Review

Dec. 5: Exam III

Week 15

Dec. 10: Discuss written assignment

Dec. 12: Discuss opportunities within SJMC; Written Assignment Due on Canvas by 8PM, 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.

• Come prepared and be ready to contribute. Do not skip class meetings. Focus on the material when in class.

• Do not read the newspaper, text, sleep, surf the web, pass notes, or otherwise engage in behavior that distracts your (and possibly others’) attention from the course.

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 and other 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 mass communication, like the work of anthropology, involves examining texts to discover how a culture thinks about itself. In an exciting, safe classroom 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 mass 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 3 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 Policies

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).

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 the UI email address (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.

**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. For more information, see 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. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

**Nondiscrimination in the Classroom**
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. 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 (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/.
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