

COJR 2431: American Journalism **Seton Hall University, Spring 2015**

Mondays and Wednesdays, 12:30-1:45 p.m., Fahy 2

<p>Professor: Kyle Heim, Ph.D. Office: Fahy Hall B12 Office hours: Mondays, 2 – 3 p.m. Tuesdays, 1 – 2:30 p.m. Wednesdays, 2 – 3 p.m. or by appointment</p>	<p>Professor's email: kyle.heim@shu.edu Email for turning in assignments <u>ONLY</u>: COJR2431@gmail.com Office phone: (973) 761-9475</p>
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Don't hesitate to contact me if you have questions not addressed in the syllabus or if you wish to discuss assignments, grades, or anything else related to the course. When emailing, **include a subject line** and mention the course in the email. You are always welcome to meet with me during my office hours or to schedule an appointment if those times are not convenient.

What kind of a course is this?

Course description

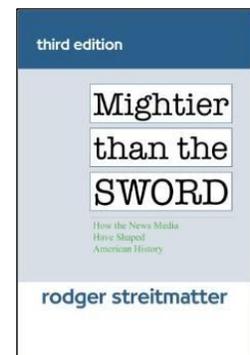
This course presents a survey of the history of American journalism from colonial times to the present, helping you develop an understanding of journalism in a broader historical context. Emphasis is placed on the news media as a social institution and the development of the profession. The history of advertising and public relations also is considered.

Course goals

- To help you recall and summarize core historical knowledge about American journalism
- To help you analyze and evaluate historical issues, problems, concepts and arguments
- To help you develop tools for historical explanation
- To help you become better critical thinkers

Required texts

- Rodger Streitmatter (2011). *Mightier than the sword: How the news media have shaped American history*, 3rd edition. Westview Press. ISBN: 0813346304.
- Additional readings (preceded by an asterisk on the schedule) are assigned and are part of the required reading. They are posted as pdf files or Web links on the course Blackboard site in dated folders under "Readings."



Blackboard site/email

To succeed in this course, you must check the course Blackboard site and your Seton Hall email account regularly. This syllabus has been posted to the Blackboard site, and all grades

will be recorded in Blackboard. Assignment instructions will be posted to the Blackboard site in a folder called “Assignments” in addition to being distributed in class. Announcements may be posted to Blackboard as well. I may send messages to the class or to individual students via email. It is your responsibility to make sure you can access Blackboard and your Seton Hall email. Computer or email problems will not be a valid excuse for ignoring instructions, failing to complete assignments, or turning in assignments late.

What rules and procedures do you need to know?

Attendance

Regular attendance is essential. I will circulate a sign-in sheet at the start of each class. The sign-in sheet is the official record of attendance. If you come to class late, after the sheet has circulated, you may be marked absent. If you forget to sign the sheet, you will be marked absent. If you need to leave class early, please notify me before the start of class. Leaving class early may be counted as an absence, especially if it happens repeatedly.

If you are absent:

- You are still responsible for material covered in class that day. Consult a classmate and the course Blackboard site to obtain notes and any assignments or handouts you missed. If you still have questions, you may email me.
- You are still responsible for turning in **on time** any assignments that are due. Submit the assignment via email by the deadline AND bring a hard copy when you return to class. If you are unable to meet an assignment deadline because of extreme circumstances, contact me in advance. I may grant an extension and waive the deadline penalty if you have a documented excuse such as illness or emergency (see “Deadlines and extensions” below).

Extra-credit attendance bonus:

- Students who have **no recorded absences** during the semester will receive a **12-point attendance bonus** to be added to the final score at the end of the semester.
- Students with **one absence** will receive an **8-point** attendance bonus.
- Students with **two absences** will receive a **4-point attendance bonus**.
- Students with **three or more absences** will not receive any bonus points.

NOTE: “Excused” absences (including absences because of illness or emergency) still count as absences under this policy. There are only five exceptional cases in which I might consider counting you as present even though you were absent: (1) if you are involved in an official Seton Hall sports team or extracurricular activity and must miss class to participate in a game, competition, performance, or conference; (2) if a death or life-threatening illness in the immediate family forces you to miss class; (3) if you are hospitalized for an extended period of time; (4) if you must report for jury duty or military service; or (5) if you must miss class to observe an officially recognized religious holiday. In any of these situations, you must notify me in advance or as soon as possible, and you may be asked to provide documentation.

Submitting assignments

Unless instructed otherwise, submit all assignments twice: via email **and** in hard-copy form. **Any assignment that is not submitted in both formats may not receive credit.**

Submit all assignments as Microsoft Word attachments (.doc or .docx files) via email. Send assignments to COJR2431@gmail.com unless instructed otherwise. The email must be sent from your Seton Hall (shu.edu) address. Any assignment sent from a non-Seton Hall address will not be accepted. **Submit all assignments by 11 a.m. on the due date, unless instructed otherwise.** Assignments submitted late will be penalized (see “Deadlines and extensions” below). It is your responsibility to make sure your computer is working properly, emails are addressed properly, and the correct files are attached. Computer or email problems will not be a valid excuse for failing to submit assignments properly or for submitting them late.

In addition to emailing an assignment, print out a copy to hand in at the start of class on the due date. Pages must be **stapled** and your name must be at the top of the first page. You must turn in the assignment yourself. Do not give it to a classmate to turn in on your behalf.

Deadlines and extensions

Assignments must be turned in on time. Any assignment submitted up to 48 hours late will receive a 10% point deduction (approximately one full letter grade), any assignment submitted from 48 hours to one week late will receive a 20% point deduction (approximately two full letter grades), and **ANY ASSIGNMENT TURNED IN MORE THAN A WEEK LATE WILL NOT BE ACCEPTED, WILL NOT BE GRADED, AND WILL EARN A ZERO.**

If you cannot come to class, you still must submit the assignment via email by the deadline on the due date AND bring a hard copy when you return to class.

Extensions are granted at my discretion and may require documentation of extreme circumstances, such as illness or an emergency. All extensions must be requested at least 24 hours before the assignment is due. Extensions will not be granted after the deadline has passed.

Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages, and save another copy to a backup location. Do not delete any course assignments or course-related email messages until you receive your final grade at the end of the semester. If there are questions about assignments, you may be asked to produce the original emails and files.

“Recycling” assignments from other courses

You cannot “recycle” papers or substantial portions of papers from other courses. Doing so may lead to a zero on the assignment or an “F” in the course.

Laptops and other electronic devices

Laptop and tablet computers are **NOT ALLOWED** to be used in class unless you are instructed to use them. Laptop and tablet computers must be closed and turned off before class. [Research shows](#) that students who use a laptop for note taking do worse on exams than students who take notes by hand. [Research also shows](#) that students who sit near someone using a laptop do worse on exams. Phones and other electronic devices may **NOT** be used during class. They must be turned off (or set to “vibrate”) and put away to avoid disrupting the class. “Texting” is not allowed. **Students violating the policy on laptops and electronic devices during class will lose participation points and may be asked to leave or be marked absent.**

Make-up work and extra credit

No make-up assignments or substitute assignments will be given. Extra credit is available

for excellent attendance (see “Attendance” above). There are no other extra-credit opportunities.

Plagiarism and academic dishonesty

It is unethical to plagiarize the work of others or to fabricate information. For all writing assignments, any concept or idea that is not your own must include a source citation. Any direct quote must include a source citation AND must be enclosed in quotation marks.

Any incident of plagiarism or academic dishonesty may result in **a zero on the assignment and/or an “F” in the course**, depending on the nature and severity of the offense. Incidents also may be reported to the department chair. Students suspected of academic dishonesty on an assignment may be required to re-do that assignment or a similar assignment at the discretion of the instructor, with no proof of misconduct required.

Needs and accommodations

If you have a documented disability, you may be eligible for reasonable accommodations in compliance with University policy, the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and/or the New Jersey Law Against Discrimination. Students are not permitted to negotiate accommodations directly with professors. To request accommodations or assistance, please self-identify with the Office for Disability Support Services (DSS), Duffy Hall, Room 67, at the start of the semester. For information or to register for services, call DSS at (973) 313-6003.

Important dates

Tuesday, Jan. 20	Last Day of Add/Drop and Late Registration
Friday, Feb. 20	Last Day for Withdrawal with No Signature Required
Friday, March 6	Last Day for Withdrawal with Professor/Dean Signatures

What will you do in this course, and how are grades earned?

Course requirements

Reading: Assigned material must be read prior to class. The reading load is intense (about 20 to 30 pages per class session), but the reading is essential to understand the ideas we will discuss. Class discussions will be based on the assumption that you have completed the assigned reading. Reading assignments are listed in the schedule at the end of this syllabus. Readings marked with an asterisk (*) are available as files or links on the Blackboard site in dated folders under “Readings.”

Three exams (total of 180 points): Exams will be **Monday, Feb. 16**, during class; **Wednesday, April 8**, during class; and **Friday, May 8, at 12:20 p.m.** The exams are NOT cumulative. The exams will be a combination of multiple-choice and short-answer questions, testing your knowledge of the material covered in the readings and class sessions. Only in the most extreme circumstances will you be permitted to reschedule an exam. **Failure to take all three exams will result in an “F” in the course, regardless of your point total at the end of the semester.**

Reading quizzes (total of 48 points): You will take eight short quizzes during the semester. Quizzes will be taken on Blackboard outside class. They will be posted to the “Quizzes” folder on the course Blackboard site. Quiz dates are listed in the schedule at the end of the syllabus. **Each quiz will be available on Blackboard for a 24-hour period, from 11 a.m. the day before class**

until 11 a.m. the day of class. Failure to take the quiz during that time will result in a score of zero. Each quiz will contain 8 multiple-choice and true-or-false questions about the assigned reading for that day. The quizzes are open book and open notes, but you will have only 10 minutes to complete each quiz. Your six highest quiz scores will count toward your grade, and your two lowest quiz scores will be dropped. It is your responsibility to make sure you have a reliable Internet connection. If computer problems prevent you from completing a quiz, Blackboard will allow you to re-enter the quiz and finish it, but the 10-minute timer doesn't pause. There will be no make-up quizzes.

Three thought papers (total of 130 points): You will complete three writing assignments asking you to think reflectively and critically about American journalism and its history: (1) a “now and then” essay in which you will compare and contrast journalism of today and journalism of the past; (2) a newspaper analysis assignment in which you will examine several pages from historical newspapers and reflect on the news coverage and advertising contained in those newspapers; and (3) a “mythbuster” paper in which you will examine how scholars have challenged some of the common myths or conventional wisdom about key moments in American journalism history.

Participation (total of 42 points): You are expected to be an active participant in the class and make thoughtful contributions to class discussions. You will be graded on the quantity and quality of your participation for the first half of the semester (21 points) and the last half of the semester (21 points). Your participation will be judged on three criteria: contributions to the classroom discussion, engagement, and punctuality. An explanation and grading rubric are included at the end of this syllabus and schedule.

Grading

You may earn up to **400 points**, broken down as follows:

Item	Total Points
Three Exams (60 points each)	180 points
Top Six Quiz Scores (8 points each)	48 points
Thought Papers	130 points
“Now and then” essay (40 points)	
Newspaper analysis (40 points)	
“Mythbuster” paper (50 points)	
Participation	42 points
TOTAL	400 points

Point totals at the end of the semester will be converted to letter grades as follows:

Point Total	Grade	Point Total	Grade	Point Total	Grade
376 – 400 (94%)	A	312 – 327.5 (78%)	B-	248 – 263.5 (62%)	D+
360 – 375.5 (90%)	A-	296 – 311.5 (74%)	C+	220 – 247.5 (55%)	D
344 – 359.5 (86%)	B+	280 – 295.5 (70%)	C	0 – 219.5	F
328 – 343.5 (82%)	B	264 – 279.5 (66%)	C-		

Grades will be recorded on the course Blackboard site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment is returned. **I will NOT re-evaluate scores on assignments more than two weeks after the scores have been recorded.**

Tentative course schedule

This schedule may be modified and updated during the semester. Changes will be announced in class or posted on the course Blackboard site. “*Sword*” refers to the *Mightier Than the Sword* textbook. Readings preceded by an asterisk (*) are available as files or links on the course Blackboard site in dated folders under “Readings.” **Readings must be read by the day on which they are listed. It is your responsibility to monitor this schedule and keep track of the required reading, assignments, deadlines, and quiz and exam dates.**

Mon., Jan. 12 – Introduction to the course

Wed., Jan. 14 – Origins of the American press tradition

Readings:

* Gray, P. (1999, December 31). 15th century: Johann Gutenberg (c. 1395-1468).

Time.

* Altschull, J. H. (1990). Chapters 4 (“Introduction: The dawn of the modern world”) and 5 (“John Milton and the self-righting principle”). In *From Milton to McLuhan: The ideas behind American journalism*. New York: Longman.

* Dredge, S. (2014, March 14). Strictly algorithm: How news finds people in the Facebook and Twitter age. *The Guardian*. Online at <http://www.theguardian.com/technology/2014/mar/10/journalism-democracy-algorithms-facebook-google-twitter>

Mon., Jan. 19 – NO CLASS (Martin Luther King Jr. Day)

Wed., Jan. 21 – What is journalism, anyway?

Readings:

* Barton, G. (2002). What is a journalist? *Quill*, 90(4), 10-13.

* Gillmor, D. (2010, Aug. 26). Who is a journalist? Does that matter? *Salon*, online at http://www.salon.com/2010/08/26/who_is_a_journalist/

* Knight, R. (2010). What is news in the age of blog and tweet? *Quill*, 98(2), 26-30.

★ Bring to class your definition of journalism (printed out) and be prepared to share. and defend your definition Also, bring your laptops to class.

Mon., Jan. 26 – The colonial press

Readings:

* Pasley, J. L. (2001). The printing trade in early American politics. In *The tyranny of printers: Newspaper politics in the early American republic*. Charlottesville, VA: University of Virginia Press.

* Sloan, W. D. (1993). Chaos, polemics, and America's first newspaper. *Journalism Quarterly*, 70(3), 666-681.

* Sloan, W. D. (2008). The Zenger trial. In *The media in America: A history* (7th ed.). Northport, AL: Vision Press.

Wed., Jan. 28 – The revolutionary press

Reading: *Sword*, Ch. 1

QUIZ #1 (Must be taken on Blackboard by 11 a.m. Wed., Jan. 28)

Mon., Feb. 2 – The party press and the battle over the Constitution

Readings:

* Fellow, A. R. (2010). The press and the founding of a nation. In *American media history* (2nd ed.). Boston: Wadsworth.

* Lewis, A. (1991). The Sedition Act. In *Make no law: The Sullivan case and the First Amendment*. New York: Vintage Books.

Wed., Feb. 4 – The penny press

Reading:

* Fellow, A. R. (2010). A press for the masses. In *American media history* (2nd ed.). Boston: Wadsworth.

QUIZ #2 (Must be taken on Blackboard by 11 a.m. Wed., Feb. 4)

Mon., Feb. 9 – The Pony Express and the telegraph

Reading:

* Fang, I. (1997). Current news. In *A history of mass communication: Six information revolutions*. Boston: Elsevier.

Wed., Feb. 11 – The abolitionist press and the Civil War

Readings:

Sword, Ch. 2

* Sloan, W. D. (2008). The press and the Civil War: 1861-1865. In *The media in America: A history* (7th ed.). Northport, AL: Vision Press.

★DUE: “Now and Then” Essay – submit via email to COJR2431@gmail.com by 11 a.m. AND bring a hard copy to class

Mon., Feb. 16 - EXAM 1

Covers all reading and class material up to and including Mon., Feb. 11 (Abolitionist press and the Civil War)

Wed., Feb. 18 – NO CLASS (Ash Wednesday Mass)

Mon., Feb. 23 – Women’s rights and the fight against corruption

Reading: *Sword*, Chapters 3 and 4

Wed., Feb. 25 – Yellow journalism: Pulitzer vs. Hearst

Reading: *Sword*, Ch. 5

QUIZ #3 (Must be taken on Blackboard by 11 a.m. Wed., Feb. 25)

Mon., March 2 – The muckrakers and the Progressive Era

Reading: *Sword*, Ch. 6

Wed., March 4 – World War I

Readings:

* Read the pages “The drift towards war,” “The Committee on Public Information,” and “Demons, atrocities, and lies” under the heading “Wartime propaganda: World War I” online at <http://www.propagandacritic.com/articles/index.html>

Lewis, A. (1991). World War I. In *Make no law: The Sullivan case and the First Amendment*. New York: Vintage Books.

QUIZ #4 (Must be taken on Blackboard by 11 a.m. Wed., March 4)

Mon., March 9, and Wed., March 11 – NO CLASS (Spring break)

Mon., March 16 – Public relations, propaganda, and democracy

Readings:

* Schudson, M. (1978). The “decline of facts” in journalism. In *Discovering the news: A social history of American newspapers*.

* Fallows, J. (1997). News and democracy. In *Breaking the news: How the media undermine American democracy*. New York: Vintage Books.

PARTICIPATION GRADE FOR FIRST HALF OF SEMESTER

Wed., March 18 – Radio in the 1920s and 1930s

Readings:

* Lewis, T. (1992). A Godlike presence: The impact of radio on the 1920s and 1930s. *OAH Magazine of History*, 6(4), 26-33.

QUIZ #5 (Must be taken on Blackboard by 11 a.m. Wed., March 18)

Mon., March 23 – World War II

Reading: *Sword*, Ch. 9

★DUE: Newspaper Analysis – submit via email to COJR2431@gmail.com by 11 a.m. AND bring a hard copy to class

Wed., March 25 – The power of TV: Exposing McCarthy

Reading: *Sword*, Ch. 10

QUIZ #6 (Must be taken on Blackboard by 11 a.m. Wed., March 25)

Mon., March 30 – The power of TV: Reporting on civil rights

Reading: *Sword*, Ch. 11

Wed., April 1 – The Vietnam War

Reading: *Sword*, Ch. 12

QUIZ #7 (Must be taken on Blackboard by 11 a.m. Wed., April 1)

Mon., April 6 – NO CLASS (Easter Monday)

Wed., April 8 – EXAM 2

Covers all reading and class material from Mon., Feb. 23 (Women’s rights and the fight against corruption) through Wed., March 25 (The power of TV: Exposing McCarthy)

Mon., April 13 – Watergate

Readings:

Sword, Ch. 13

* Take a look at *The Washington Post*’s original Watergate story, “5 held in plot to bug Democrats’ office here,” at http://www.washingtonpost.com/wp-dyn/content/article/2002/05/31/AR2005111001227_pf.html

Wed., April 15 – The New Journalism

Readings:

* Rivers, W., & Dennis, E. (1974). Other voices linger. *Journalism Educator*, 5-9.

* Wolfe, T. (1973). Seizing the power. In T. Wolfe and E. W. Johnson (Eds.), *The new journalism*. New York: Harper & Row.

Mon., April 20 – Modern media: Infotainment and commercialization

Reading:

* Downie Jr., L. & Kaiser, R. G. (2002). The network news. In *The news about the news: American journalism in peril*. Knopf: New York.

★DUE: Mythbuster Paper – submit via email to COJR2431@gmail.com by 10 a.m. AND bring a hard copy to class

Wed., April 22 – Advertising

Reading:

* Fellow, A. R. (2010). Advertising as a social, economic, and political force. In *American media history* (2nd ed.). Boston: Wadsworth.

QUIZ #8 (Must be taken on Blackboard by 11 a.m. Wed., April 22)

Mon., April 27 – Media consolidation and the rise of the Internet

Readings:

* Klotz, R. J. (2002). Characteristics and development of the Internet. In *The politics of Internet communication*. Lanham, MD: Rowman & Littlefield.

* Mele, N. (2013). Small pieces, loosely joined. *Nieman Reports*, 67(1), 34-38.

Wed., April 29 – Media consolidation and the rise of the Internet

NO READING

Mon., May 4 – Course wrap-up and review

PARTICIPATION GRADE FOR LAST HALF OF SEMESTER

Fri., May 8, 12:20 p.m. – EXAM 3

Covers all reading and class material from Mon., March 30 (The power of TV: Reporting on civil rights) onward

COJR 2431: American Journalism Participation

Participation in this course requires more than being physically present. Come to class on time. Be prepared to discuss the assigned reading and share any questions, thoughts, or observations related to the day's discussion. Always give your classmates and the professor your undivided attention. Your participation will be graded twice: for the first half of the semester (21 points) and the second half of the semester (21 points), using the following criteria:

	Excellent	Satisfactory	Poor	Unacceptable
Contributions to classroom discussion	Regularly makes substantive contributions to the classroom discussion without prompting. 11 points	Occasionally makes substantive contributions to the classroom discussion without prompting. 9 points	Makes substantive contributions to the classroom discussion, but only when prompted. 6 points	Does not make substantive contributions to the classroom discussion, even when prompted. 4 points
Engagement	Always attentive and fully engaged in class activities. 5 points	Sometimes appears distracted or engages in talking, texting, or computer use unrelated to course activities. 4 points	Frequently appears distracted or engages in talking, texting, or computer use unrelated to course activities. 2 points	Pays little or no attention to class activities. 1 point
Punctuality	Always arrives to class on time and leaves on time. 5 points	Occasionally arrives to class late or leaves class early. 4 points	Frequently arrives to class late or leaves class early. 2 points	Rarely arrives to class on time or rarely stays until the end of class. 1 point

TOTAL: _____ / 21

GRADE: _____

20-21 = A / 19 = A- / 18 = B / 17 = B- / 16 = C+ / 15 = C / 14 = C- / 13 = D+ / 12 = D