JOURNALISM 150 – Media and Society (CRN 60539)
3 Credits
Fall 2015

CLASS TIMES: MW 10-11:15am, Pālanakila 104
INSTRUCTOR: Kimberlee Bassford
OFFICE: 'Akoakoa 239
OFFICE HOURS: M-Th 9-10am or by appointment
CONTACT: kbassfor@hawaii.edu, 235-7396

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION
The role of the media in contemporary society, including development, influence, rights, responsibilities, issues and trends — with emphasis on the social, political and economic effects.

Satisfies the Diversification - Social Sciences (DS) requirement. Prerequisite: Placement in or credit for ENG 22 or higher.

The course may require individual conferences with the instructor outside of our regularly scheduled class time.

STUDENT LEARNING OUTCOMES
The student learning outcomes for this course are:

1. Compare and evaluate various forms of mass media and their effect on society.
2. Use critical reasoning skills to distinguish fact from opinion and judge the credibility of various information sources.

3. Describe and apply basic mass media principles as well as social science methods (e.g., interviews, observation and surveys) to analyze examples from the media.

4. Illustrate and explain why an understanding of news and media literacy is important in the 21st century.

**COURSE CONTENT**

This is an introductory course designed to give you an overview of the mass media, with a special emphasis on news media, and its role in contemporary American society. We will examine the development, role, rights, responsibilities and influence of the press as an institution in a democracy. We will also explore different forms of media—magazines, television, film, the Internet, social media, advertising and public relations—and critically analyze the messages they communicate.

Classes will be a mixture of lecture, discussion and hands-on learning that will give you the chance to practice some of the skills required by various parts of the media including gathering information, writing in the news style, taking news photographs, conceptualizing advertisements, and producing a public relations campaign. We will also watch films on historical and contemporary issues in the media. And we will pay attention to the impact that media has on our everyday lives and our understanding of the world.

At a time when the digital revolution is spawning an unprecedented flood of information and disinformation each day, the course seeks to help you recognize the differences between news and propaganda, news and opinion, bias and fairness, assertion and verification, and evidence and inference. The goal is for you to become a more literate and discerning user and consumer of media.

Below is an outline of the course (subject to change):

- **Week 1**  Introduction to the media
- **Weeks 2 & 3**  Journalism and the news media
- **Week 4**  Media ethics
- **Week 5**  Project 1 presentations
- **Week 6**  The internet and changing media landscape
- **Week 7**  Project 2 pitches
- **Week 8**  Advertising, public relations and celebrity pop culture
- **Week 9**  Social media
- **Weeks 10 & 11**  Television, films and documentaries
- **Weeks 12, 13 & 14**  Representation and bias in media
Week 15  Globalization and media control
Week 16  Project 2 presentations

**ASSESSMENT AND GRADING**

All assignments will be graded on a point system as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td><strong>Project 1 – News Outlets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Background paper</td>
<td>Sept. 14</td>
<td>10</td>
</tr>
<tr>
<td>Story analysis</td>
<td>Sept. 21</td>
<td>10</td>
</tr>
<tr>
<td>Presentation</td>
<td>Sept. 21</td>
<td>5</td>
</tr>
<tr>
<td><strong>Project 2 – Media Creation</strong></td>
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<tr>
<td>Pitch, outline and interview questions</td>
<td>Oct. 5</td>
<td>5</td>
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<tr>
<td>Written story for Ka ‘Ohana</td>
<td>Oct. 26 draft</td>
<td>15</td>
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<tr>
<td></td>
<td>Nov. 4 final</td>
<td></td>
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<tr>
<td>Photographs for Ka ‘Ohana</td>
<td>Nov. 4</td>
<td>5</td>
</tr>
<tr>
<td>Video (ad, promotional or news)</td>
<td>Dec. 7</td>
<td>15</td>
</tr>
<tr>
<td>Presentation</td>
<td>Dec. 7</td>
<td>5</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td></td>
<td></td>
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<tr>
<td>Attendance and participation in class discussions and activities</td>
<td>Ongoing</td>
<td>15</td>
</tr>
<tr>
<td>News quizzes</td>
<td>Ongoing</td>
<td>5</td>
</tr>
<tr>
<td>Media Journal</td>
<td>Ongoing</td>
<td>10</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td>100</td>
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**Project 1 – News Outlets (25 percent):** You will choose a news outlet to research, analyze, and report on and then share your findings with the class in a formal presentation. Guidelines will be handed out in class.

**Project 2 – Media Creation (45 percent):** One of the best ways to understand the media is to take part in creating your own media. In this project, you will be asked to conceptualize and produce a comprehensive media package about a business or organization in the community. The package will consist of: a print news story suitable for publication in the campus newspaper *Ka ‘Ohana*, photographs and a video. Guidelines will be handed out in class.

**Media Journal (10 percent):** You will keep a journal throughout the semester in which you reflect on the ways that you use media and are affected by media. This is not meant to be onerous but an opportunity to discover, document and track your own relationship with the media. Some questions you might want to consider when writing include: Why do I use certain media outlets and not others? How does media affect my mood? How does it affect my perspective on the world? How has my attitude toward the media changed over time? The journal can also be a place where you reflect on course assignments or on information or questions brought up in class. You should bring your journal to every class as I will ask you to write in it from time to time. Outside of class, you should aim to write in the journal about once a week. I will collect your journal midway through the semester and again at the end of the semester. Please
use a composition book, spiral notebook or similar. Electronic journals are not acceptable. You will not be graded on grammar or punctuation, but please write legibly.

**Participation (20 percent):** This component of your grade is comprised of attendance, short news quizzes and participation in class activities and discussions, including giving feedback to your peers during presentations and pitches. Excused absences (for illness, jury duty, military duty, bereavement, etc.) must be cleared with me via email *prior to or within 24 hours* of your absence. You must provide documentation (doctor’s note, jury summons, etc.). I will make the final determination of whether the absence is excused. Regular tardiness will also be penalized.

Your points will be converted to a letter grade at the end of the semester as follows:

**Point System and Letter Grades:**
Note: These are whole grades. +/- (such as A-, B+) will not be given.

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90 – 100</td>
<td>A</td>
</tr>
<tr>
<td>80 – 89</td>
<td>B</td>
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<tr>
<td>70 – 79</td>
<td>C</td>
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<tr>
<td>60 – 69</td>
<td>D</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
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**LEARNING RESOURCES**
There is no required textbook for this course. All required material for this class will be made available by the instructor. However, students will be expected to keep up with the day’s news, online or in print.

**ADDITIONAL INFORMATION**

**Attendance and deadlines:** You are expected to attend all classes. This is crucial to understanding the work we do both inside and outside the classroom. Even more important is meeting deadlines. The journalism world is built on meeting them. If you miss project deadlines, there will be consequences that will affect your grade.

**Absences and difficulties:** If you do miss class, it is your responsibility to obtain any missed material. If difficulties arise during the course, please see me before the problem affects your performance in the course. Waiting until the end of the semester does not work. We can work together to troubleshoot, but not if you allow the problems to linger and overwhelm you at the end of the semester.

**Learning environment:** You are expected to maintain a supportive learning environment with appropriate behavior in class demonstrated by showing consideration for others, paying attention and focusing on specific tasks. **Personal entertainment/communication devices must be turned off during class.** Listening to music, web browsing, using your phone, text messaging, tweeting, social networking and email activities are prohibited, unless authorized under special circumstances. Violations will affect your participation grade.
Assignment specifics: All written assignments must be typed on a computer, using a standard 12-point font, double-spaced and with 1-inch margins on each side. Assignments turned in electronically must be done in Microsoft Word (.doc) or as a .pdf.

Academic honesty: Windward Community College follows the University of Hawai‘i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions, such as cheating and plagiarism. Plagiarism includes but is not limited to submitting any document to satisfy an academic requirement that has been copied in whole or part from another individual’s work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student’s language and style, or paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; or drylabbing, which includes (a) obtaining and using experimental data from other students without the express consent of the instructor, (b) utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms during which the course was conducted, and (c) fabricating data to fit the expected results.

To avoid plagiarism, you must give the original author credit whenever you use another person’s ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally, quotations of another person’s actual spoken or written words; or a close paraphrasing of another person’s spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required. Note that all information on the Web is copyrighted just as it is in print. Do not use any online information without attribution or permission.

A failing grade will be given on any assignment that has been plagiarized, and you will be reported to the Vice Chancellor of Student Affairs. The assignment must also be redone in order to pass the course.

DISABILITIES ACCOMMODATION STATEMENT
If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information or go online at: https://windward.hawaii.edu/Disabilities.