

JOURNALISM 150
Media and Society
Fall 2017 (CRN 61209)
Mondays-Wednesdays 10-11:15 a.m.

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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

Satisfies the Diversification - Social Sciences (DS) requirement.

Prerequisite: Placement in ENG 100X and co-requisite enrollment in ENG 100.

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



STUDENT LEARNING OUTCOMES

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

emphasis on the news media and its role in contemporary American society. Over the next 16 weeks 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 analyze the messages they communicate and their impact on our everyday lives.

Classes will be a mixture of lecture, discussion and hands-on learning that will give you the chance to practice skills required by the media, including gathering information, writing in the news style, taking news photographs and conceptualizing advertisements and social media campaigns.

At a time when the digital revolution is spawning an unprecedented flood of information and disinformation, 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 discerning user and consumer of media.

WEEK-BY-WEEK SCHEDULE

(Subject to change)

Week 1	Aug. 21 / 23	Mass media and their role in society
Week 2	Aug. 28 / 30	Perspectives on media
Week 3	Sept. 4 (holiday) / 6	News gathering and reporting
Week 4	Sept. 11 / 13	News reporting / Radio, movies, books & magazines
Week 5	Sept. 18 / 20	Project 1 presentations
Week 6	Sept. 25 / 27	Video production
Week 7	Oct. 2 / 4	Project 2 planning / Guest speaker
Week 8	Oct. 9 / 11	Social media
Week 9	Oct. 16 / 18	Social media
Week 10	Oct. 23 / 25	Media ethics
Week 11	Oct. 30 / Nov. 1	Media ethics / Guest speaker
Week 12	Nov. 6 / 8	Fake News
Week 14	Nov. 13 / 15	Branding / Public relations and advertising
Week 13	Nov. 20 / 22	Project 2 video presentations
Week 15	Nov. 27 / 29	<u>Gender in media</u>
Week 16	Dec. 4 / 6	<u>Representation and diversity in media</u>

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, print, TV and radio.

WRITTEN ASSIGNMENTS

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 .docx) or as a .pdf. All writing assignments should have your name at the top of the paper to acknowledge that you are the author. Unless indicated, assignments are

due by **11:55 p.m.** Hawai'i time on the due date.

ASSESSMENTS AND GRADING

Grading will be done on a point system as follows:

	Due Date	Possible Points
Project 1 – News Outlets (out of 12 total points)		
Pitch and outline	Aug. 30	2
Presentation	Sept. 18 / 20	10
Project 2 – Media Creation (out of 39 total points)		
Pitch, outline and interview questions	Oct. 2	2
Written story for <i>Ka 'Ohana</i>	Oct. 11 draft Oct. 23 final	15
Photographs for <i>Ka 'Ohana</i>	Oct. 23	5
Video outline (ad, promotional or news)	Oct. 18	2
Presentation	Nov. 20 / 22	15
Current Events Quizzes (out of 9 total points)		
Quiz #1	Sept. 13	3
Quiz #2	Oct. 18	3
Quiz #3	Nov. 15	3
Reflection Papers (out of 18 total points)		
Media Log / News Blackout	Aug. 30	3
Future of Journalism	Sept, 13	3
Social Media	Oct. 16	3
Media Ethics	Oct. 30	3
Fake News	Nov. 13	3
Gender & Representation in Media	Dec. 6	3
Participation (out of 22 total points)		
Attendance	Ongoing	10
Participation in class activities and discussions	Ongoing	12
TOTAL		100

Project 1 – News Outlets (12%): You will choose a news outlet to research, analyze and report on and then share your findings with the class in a multimedia presentation. Guidelines will be handed out in class. **Due Sept. 18.**

Project 2 – Media Creation (39%): 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 media package about a business or organization in the community. The package will consist of a print news story suitable for publication in *Ka 'Ohana*, photographs and a video. Guidelines will be handed out in class. **Due Oct. 23 for story and photos, Nov. 13 for video.**

Current Events Quizzes (9%): Three times during the course you will be given a short quiz on your knowledge of what's happening in the world around us.

Reflection Papers (18%): Six times throughout the semester, you will be asked to reflect on a specific aspect of the media in a one- or two-page paper.

Participation (22%): This component of your grade is comprised of attendance, news quizzes and participation in class activities and discussions, including giving feedback to your peers during presentations and pitches. See more about attendance under “Additional Information.”

Point System and Letter Grades: Your points will be converted to a letter grade at the end of the semester as follows:

90–100 points = A

80–89 points = B

70–79 points = C

60–69 points = D

Below 60 points = F

(Note: These are whole grades. +/- (such as A-, B+) will not be given.)



ADDITIONAL INFORMATION

Deadlines: Deadlines in the media are very important. Therefore, the penalty for late assignments will be strictly enforced. For every day an assignment is late, it loses a full letter grade; **no assignments accepted after four days past the deadline.**

Attendance, absences and difficulties: You are expected to attend all classes. This is crucial to understanding the work we do both inside and outside the classroom. 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.

Unexcused absences will count against your final grade. At the end of the semester, you will be awarded up to 10 attendance points based on the percentage of classes you attended. So if you had 4 unexcused absences during the semester, you will have attended 26 out of the 31 total classes or 83.87%. This would translate to a loss of $.8387 \times 10 = 8.387$ attendance points from your final grade. Being tardy **more than 20 minutes** of class counts as an unexcused absence.

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.

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.

ACADEMIC INTEGRITY

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. Fabrication, plagiarism and cheating will not be tolerated. 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. Lifting information from the internet without attribution is also considered plagiarism.

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.

Revised 1/31/17