

**JOURNALISM 150 – Media and Society (CRN 61176)**  
3 Credits - DS  
Spring 2021

**CLASS TIMES:** Online, Unscheduled (Asynchronous)  
**INSTRUCTOR:** Kimberlee Bassford  
**OFFICE:** On Zoom at <https://hawaii.zoom.us/j/6093191105>  
(passcode: windward)  
**OFFICE HOURS:** Email to make appointment  
**CONTACT:** [kbassfor@hawaii.edu](mailto:kbassfor@hawaii.edu)

**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. This course is also the base course for all tracks of the Academic Subject Certificate in Creative Media and fulfills foundational requirements for the bachelor's degree in Creative Media at UH West O'ahu and bachelor's degree in journalism at UH Mānoa.



**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 the 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 and their impact on our everyday lives and our understanding of the world.

The course places an emphasis on 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, conducting interviews and taking photographs and video. We will also watch films on historical and contemporary issues in the media.

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). Weekly lessons will be posted on Monday mornings, with assignments due in Laulima the following Monday at noon. Typically, weekly lessons will include:

1. Introduction of concept (in writing)
2. Lecture (via video, audio and/or writing)
3. Activities/assignments
4. Reading and/or viewing assignment for next week (approximately 15-30 minutes)

Week 1	Introduction to media
Weeks 2 + 3	Analyzing the news
Weeks 4 + 5	News reporting and writing
Week 6	Photojournalism
Weeks 7 + 8	Branding and advertising
Weeks 9 + 10	Video production

Weeks 11 + 12	Gender in media
Weeks 13 + 14	Representation and diversity
Weeks 15 + 16	Multimedia video projects

## ASSESSMENT AND GRADING

All assignments will be graded by points and then converted into percentages at the end of the semester as follows:

	Due Date	Overall percentage of final grade
News Story (each component is graded on a 10-point scale; the overall project is worth 25% of your final grade)		
Proposed sources and questions	M 1/25 at noon	3%
Rough draft	M 2/15 at noon	4%
Final draft (500+ words)	M 3/8 at noon	10%
Photographs	M 3/8 at noon	5%
Reflection paper	M 3/15 at noon	3%
Multimedia Video Project (each component is graded on a 10-point scale; the overall project is worth 25% of your final grade)		
Written proposal, including media analysis of issue and proposed sources	M 2/22 at noon	3%
Interview questions	M 3/8 at noon	2%
Rough cut of video	M 4/5 at noon	5%
Final cut of video (1-5 minutes)	M 4/26 at noon	12%
Reflection paper	M 5/3 at noon	3%
Participation (50% of your final grade)		
Weekly assignments (each assignment is worth various points depending on complexity)	Mondays at noon	50%
<b>TOTAL POINTS</b>		<b>100</b>

**News Story (25 percent):** You will report on a news story in print and photographs, and in doing so, learn first-hand what's involved in the news gathering process. Guidelines will be distributed on Laulima.

**Multimedia Video Project (25 percent):** In this project, you will select a community issue (it can be local, national or global) and create a multimedia news video about it. Part of this project will involve employing social science research methods, such as surveying or statistical analysis, as well as analyzing how your issue is portrayed in the news and media. Guidelines for each phase of the project will be distributed on Laulima.

**Participation (50 percent):** This component of your grade is comprised of your contribution to weekly assignments and reflection posts in Lualima.

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.

90 – 100 points =	A
80 – 89 points =	B
70 – 79 points =	C
60 – 69 points =	D
Below 60 points =	F

**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**

**Deadlines and late work:** The journalism world is built on meeting deadlines. If you miss a deadline, you will be assessed a 10% late deduction for each week that the assignment is late, up to 60% of the assignment's total worth. So if the assignment is worth 5 points and it is one week late, you can only earn up to 4.5 points. Two weeks late, you can only earn up to 4 points. Three weeks late, you can only earn up to 3.5 points. Anything beyond four weeks late, it will only be worth up to 3 points (which is 60% of its original point value).

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 in Lualima:** You are expected to maintain a supportive learning environment in Lualima discussions demonstrated by showing consideration for others. Profanity, personal slights or non-constructive criticism are prohibited. Violations will affect your participation grade.

**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.

### **MY SUCCESS**

At Windward Community College, we want every student to be successful. MySuccess is a system-wide effort that seeks to connect students to campus supports early in the semester. If I feel you're having difficulty in the class within the first few weeks of the semester (e.g. missing class, missing assignments), you will receive an email from me through MySuccess. The email will explain my concern and encourage you to make an appointment with me and other campus resources through MySuccess.

### **DISABILITIES ACCOMMODATIONS**

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](mailto:lemke@hawaii.edu), or you may stop by Hale 'Akoakoa 213 for more information or go online at: <https://windward.hawaii.edu/Disabilities>.

### **TITLE IX**

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: [https://windward.hawaii.edu/Title IX/](https://windward.hawaii.edu/Title_IX/).

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, Windward CC has resources to support you. To speak with someone confidentially, contact Karla Silva-Park, Mental Health Counselor, at 808-235- 7468 or [karlas@hawaii.edu](mailto:karlas@hawaii.edu) or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235- 7354 or [kaahualo@hawaii.edu](mailto:kaahualo@hawaii.edu). To make a formal report, contact the Title IX Coordinator at 808-235-7393 or [wcctix@hawaii.edu](mailto:wcctix@hawaii.edu).

## **ALTERNATE CONTACT INFORMATION**

If you are unable to contact me, have questions that I cannot answer, or have any other issues, please contact the Academic Affairs Office:

Location: Alakai 121

Phone: 808-235-7422

Email: [wccaa@hawaii.edu](mailto:wccaa@hawaii.edu)