

**J1100 Principles of American Journalism
University of Missouri School of Journalism
Spring 2015 / Section 02**

Time/Location: 3 to 4:15 p.m. MW, GANNETT HALL 88 (FISHER AUD)

Prof. Mimi Perreault, @mediatingmimi

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Office hours: Reynolds Journalism Institute (RJI) 220, by email and by appointment only.

Weeks before exams only: Wednesday 2-3 p.m. and Thursday 9:30 to 10:30 a.m. (location will be announced).

Prof. Perreault is a third year PhD candidate in Journalism. Her research concentrates on how local journalists cover natural disasters in their communities. Perreault grew up in Texas but has also lived in South Florida and Washington, DC. Perreault has bachelors in Journalism from Baylor University in Waco, Texas, and a masters in Communication, Culture and Technology from Georgetown University in Washington, DC. She has worked for news organizations including the Palm Beach Post, PBS's Religion and Ethics News Weekly, Agence France Presse and The United States Institute of Peace. Her husband Greg is also an instructor and PhD student in the J-School. They have a three-year-old daughter Evangeline, and five-month-old daughter Margery.

Teaching assistants

Cosette Dwyer (Last names: A-H)

Email: chdkw9@mail.missouri.edu

Office hours: 10 a.m.-11 a.m. on Tuesday. (must confirm location by email)

Cosette is a journalism M.A. student from O'Fallon, IL. She received her Bachelor of Journalism from the University of Missouri where she was a member of Zeta Tau Alpha and the journalism student council. She plans to work in marketing and public relations after completing her master's degree.

Allen Fennewald (Last names: I-Po)

Email: agft42@mail.missouri.edu

Office hours: 10 to 11 a.m. on Monday. (must confirm location by email)

Allen grew up on a small farm outside of Martinsburg, Missouri and earned his B.A. in English, creative writing, at the University of Missouri in 2013. Allen has worked as the only full-time reporter at *The Mexico Ledger* for a little more than a year now. Allen would like to move on to a bigger media outlet as an investigative journalist, as well as a music reporter.

Adam Jensen (Last names: Pr-Z)

Email: ajjgfc@mail.missouri.edu

Office hours: 1 to 2 p.m. on Fridays (must confirm location by email)

Adam is a May 2014 graduate of the School of Journalism with an emphasis in strategic communication and is currently working toward earning an MBA with an emphasis in marketing. Upon graduation, he realized all his friends left before he started grad school, so he got a dog named Hosmer, who is perfect. Besides Hosmer, he also loves the Kansas City Royals and Chiefs.

***TAs will only hold scheduled office hours by email request (24 hours in advance) and during the week of exams. All office visits must be confirmed via email.**

I. COURSE DESCRIPTION

The purpose of this course is to acquaint you with concepts and functions of journalism in American society. We will explore underlying principles of journalism, relationships among journalism and other social institutions and values, and current issues and problems facing journalists. By the end of the course, you will have developed familiarity with how journalism works, as well as some perspective on how well (or not) journalism performs its function in American society. I hope our exploration will make you more analytical practitioners of journalism, more informed media consumers, and more critical writers and thinkers about why things are the way they are in journalism.

Lectures

You are expected to attend and be prepared to participate in lecture. Please complete the assigned reading before the lecture so you can ask informed questions and initiate discussion. If there is a guest lecturer please prepare as if they were the professor and read the suggested readings. Also, you should be aware that exams are based on the assumption that you have been to class, done the reading, and absorbed the material. You are free, of course, to borrow notes from fellow students. You will not, however, be able to get notes from the instructors or TAs. Also, please do not try to use email as a substitute for attendance (by asking the professor what you missed) or your own record keeping (by asking about due dates). **In general, to succeed in this class you need to come to class and do the readings.** It also would help to find a classmate with whom you can exchange notes and study for tests. My lecture slides/presentation are my intellectual property and I do not make them available outside of class or office hours. However, I will share any videos or graphics I share in class through my @mediatingmimi Twitter account as long as they are publicly available.

Blackboard site/ Email

If you are reading this syllabus, it means you've either accessed the course website (courses.missouri.edu) or persuaded a vigilant classmate to do so. Either way, you'll find that the site contains lots of things vital to your success in this class. You'll find the schedule of topics and readings there, as well as the participation blog, special assigned readings, your grades, and more.

Also this is a journalism class. Newsbreaks, things happen. I reserve the right to change class plans last minute. You may be notified of assignments/ readings via email. That said, I try to respond to email in a timely fashion. When you send an email expect a response within 24 hours unless you are emailing on a Friday afternoon, in that case expect a response by Monday morning before noon.

Technology

The ability to take notes, to paraphrase, to take complex information and interpret it for yourself—these are crucial skills in any field of communication. In order to support you learning these skills, **laptops and cell phones cannot be used during class unless the instructor asks you to use them. Students using unauthorized technology will be asked to leave class.**

II. REQUIRED TEXTS

This semester we will use the *Principles of American Journalism* textbook by Stephanie Craft and Charles Davis. This book is available at the Mizzou Bookstore. Other readings will be announced in class and posted to Blackboard.

III. MAJOR ACTIVITIES AND GRADING

All assignments will be unique to this course and this semester. Other sections may have different assignments so please be familiar with our assignments and course schedule. Point values are subject to change as needed because of time constraints.

(1) Exams (180 points total) You will take three exams this semester (50, 60 and 70 points, respectively). They may be cumulative, and failure to take an exam by the assigned date/time may result in an automatic 15 percent deduction for that exam. Points will also be deducted for failure to write your name on the Test. **There is no final exam.**

(2) Quizzes (40 points total): You'll take four quizzes via Blackboard (10 points each). You'll have a 24-hour window in which to log into Blackboard and take the quiz. The time period will begin after class on the day of the quiz. No make-ups will be offered. You are welcome to use your book, readings and notes.

(3) Out of Class Assignments (30 points total): You'll submit three assignments (10 points each). The first requires you to attend an approved event (several will be posted) and write about it, the second requires you to compare the business structure of two news organizations, and the third requires you to analyze an ethical/legal situation. These will be due throughout the semester and will be submitted and graded online through the course Blackboard site.

(4) Extra Credit (9 points max): There's no guaranteed extra credit, but there may be opportunities to earn extra credit by participating in j-school research studies. If a suitable study arises, I'll invite the researcher to class to explain the study and to recruit you as a participant. Whether you participate is up to you. If you choose not to participate, you'll have the chance to complete an alternative extra credit assignment for the same amount of points. There also may be participation events you can attend and write a short summary to receive extra credit as well.

(5) Class Participation (30 points plus): The instructor and TAs determine this grade. All students who participate will receive full credit. Points will only be deducted for disrespectful behavior (see class conduct below), lack of class attendance or participation. Additional points may also be rewarded to students who go above and beyond to participate in the class and study

sessions.

Total *possible points = 280

To figure out your overall grade, divide the number of points you earn by the indicated total in Blackboard.

*Point total is subject to change based on work completed

Letter grades will be assigned according to the following percentages, grades are rounded up (for example a 92.5 would be a 93 (A), a 92.4 is a 92 (A-):

A-range grades: 93% and up, A; 90-92, A-

B-range grades: 87-89, B+, 83-86, B; 80-82, B-

C-range grades: 77-79, C+; 73-76, C; 70-72, C-

D-range grades: 67-69, D+, 60-66, D

Below 60 is failing

IV. CLASS CONDUCT

There is no formal attendance policy, but a great deal of the questions on exams and quizzes will be based on material presented during class. You will have a difficult time getting a good grade if you miss class regularly.

Professionalism and Courtesy

Yes, this is primarily a lecture class, but we intend to promote as much discussion as possible. We may discuss thorny issues from time to time. Because reasonable people can and do disagree about many aspects of journalism's role and function in society, it is imperative that we follow one important guideline for discussion: Everyone must respect the rights of others to speak. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. This holds for online discussion as well as the lectures. Please consider that sarcasm and humor can be misconstrued in online interactions and generate unintended disruptions.

I have very little tolerance for rude behavior to myself, the TAs or other students. If I feel you are disruption to the class and to class discussion, I will not hesitate to deduct points from your participation grade or even drop you from the class.

Also, when you attend lecture you are agreeing to adhere to four steadfast rules:

- 1) Get to class on time, and not leave early
- 2) Pack up your bags to leave only when you are instructed to do so
- 3) Turn OFF your cell phone and other electronic devices before class begins.
- 4) Only speak to other students during class if the instructor prompts you to do so.

Ringling phones, unwanted conversation, rustling of backpacks and early departures are disruptive to the lecturer and fellow students (not to mention rude) and will not be tolerated. I will call you out if you leave class early and have not told me you will be doing so.

Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.
- Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

Classroom Misconduct

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

Dishonesty and Misconduct Reporting Procedures

MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Audio and Video Recordings of Classes

Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

University of Missouri-Columbia Notice of Nondiscrimination

The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia's compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 1095 Virginia Ave., Room 101, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

ADA Compliance

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Religious Holidays

Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

Intellectual Pluralism

The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (<http://osrr.missouri.edu/>). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

V. COURSE SCHEDULE

Week Of/Topic	Assigned Readings*	Assignments/Exams
January 20 (class on the 21st) Why study journalism?	Syllabus, Multitasking article and video	
January 26- Journalism and democracy	Note-taking materials and Chapter 1	Syllabus Quiz, January 28
February 2- Roles and functions	Chapter 1	Quiz 1- February 4
February 9- Definitions	Chapter 2	
February 16- Definitions	Chapter 2	Exam 1- February 18
February 23- The new and the old	Chapter 3	
March 2- Economic pressures (PAGE ONE Documentary March 6)	Chapter 4	Assignment 1- March 4 (At Midnight)
March 9- Economic pressures	Chapter 4	Quiz 2- March 11
March 16- How the newsroom works Guest panel with Reporters/Editors	Chapter 5	Assignment 2- March 18 (At Midnight)
March 22-29	Spring Break	
March 30- How the newsroom works	Chapter 5	Exam 2- April 1
April 6- Ethics	Chapter 6	
April 13- Ethics and Law- Guest Lecture	Chapters 6 and 7	Assignment 3- April 15 (At Midnight)
April 20- Law/Independence	Chapter 7/Chapter 8	Quiz 3- April 22

April 27- Independence/ The Future of Journalism	Chapter 8/Wrap-up/ Evaluations	
May 4 Classes end on May 6	Exam 3	Exam 3- May 6 (Note this is not a final exam)

*Some readings will be posted to Blackboard and placed in folders labeled for each week. Some weeks may not have a readings folder. That means the textbook chapter is the only reading. All contents of this syllabus are subject to change if needed by the instructor.