### Syllabus for JOMC 428.001 Broadcast History Fall, 2014

**Class Meetings** **Monday and Wednesday, 11 AM to 12:15PM**, Carroll Hall 340-A.

This class cannot be taken concurrently with any course in which the lab or group meeting conflicts with this time period*.*

**Instructor David Cupp, M.A.**   
Senior Lecturer  
325 Carroll Hall

**Email:** [dcupp@unc.edu](mailto:dcupp@unc.edu)

**Office Hours:**

**1:15PM to 2:15 PM**

**Mondays and Wednesdays,**

**By Appointment**

**And By Chance**

**Scope**

**This is designed as a seminar course. We will listen to, watch, and discuss historic broadcasts and noted broadcasters.**

This course is designed to help you develop an appreciation of the role broadcast journalism has played in American history since the 1920s.  Ideally, the course will enable you to connect with historic events both intellectually and emotionally.  Beyond understanding the facts involved, you will experience the sounds and later the sights of historic events in the same communal ways that your parents, grandparents, and great-grandparents did.  You will study the evolution of the equipment involved and will track the evolving influence of broadcast journalism on the audience it has served and, sometimes, on the events it has covered.

**Course Description**

This is a theoretical course. You will be responsible for material from the readings and from the various audio and video files we will listen to and watch.

**Objectives**

Your objective is to better understand recent American history, and to develop an understanding of the role broadcast journalism has played in it.

# Undivided Attention

I normally ban the use of all electronic devices during my classes; but I am making an exception in JOMC 428 due to the volume of the material we will be covering and the speed with which we will be moving. You will need to take thorough notes, and you may be able to do that better by using a computer. You may do so; but all other electronic devices must be turned off, and any use of your computer for non-class related activities may result in suspension of this privilege.

**Attendance**

As in the broadcast industry, punctuality is essential and deadlines must be met. Classroom experiences are a vital part of the educational process. Therefore, regular class attendance is essential. The following policy governs absences and their effect upon your grade:

* I expect you to arrive on time, and to stay for the entire class period. For clock-setting purposes, visit <http://www.time.gov> or [www.time.is](http://www.time.is). Instead, just for fun, you might want to visit <http://www.humanclock.com/> Arriving late, coming in and out during class and/or leaving early will have an impact on the class participation aspect of your grade. Do not schedule activities related to other classes or to news stories that will conflict with your ability to attend these class sessions.
* One (1) absence – no penalty.
* Each additional absence will result in the deduction of one grade level (A- to B+) from your **final grade**.
* Medical absences are not considered separately. Hardship medical cases and other personal emergencies will be considered when the situation arises. If you must miss class due to a contagious illness or an emergency situation, relay information to me **before the class begins** by e-mail.

**Late Work**

Class presentations are due on the day scheduled. Failure to present on the assigned day will result in a zero in the grade book.**Determination of Grade**

There will be a mid-term, a final exam, and a 1500 to 2000 word paper coupled with a 15-minute classroom presentation. Your paper and presentation should focus on the media coverage of your assigned event, on the impact of that coverage, and on the extent to which the coverage involved new techniques and/or technology. The paper and presentation will be evaluated on these criteria:

* Insights provided
* Effort made
* Quality of presentation

Additionally, you will be graded on the quality of your involvement in the daily discussions. Grades will be calculated as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 94 – 100 | A |  | 71 – 73.9 | C- |
| 91 – 93.9 | A- |  | 68 – 70.9 | D+ |
| 88 – 90.9 | B+ |  | 64 – 67.9 | D |
| 84 – 87.9 | B |  | 61 – 63.9 | D- |
| 81 – 83.9 | B- |  | 60.9 and below | F |
| 78 – 80.9 | C+ |  |  |  |
| 74 – 77.9 | C |  |  |  |

# Class attendance / participation in discussions 10%

Mid-Term Exam 30%

Final Exam 30%

Paper and Presentation 30%

**Academic Integrity**

During this course we will strive to be ethical journalists, adhering not only to the guidelines of the University of North Carolina Honor System but also to the codes of ethics developed by various professional journalism organizations. I encourage you to discuss issues and concerns about broadcast journalism inside and outside this class, but the work you submit is to be exclusively your own. You must be careful to give attribution wherever appropriate. Please refer to this website: <http://studentconduct.unc.edu/> if you have questions about upholding academic integrity in your work. Your participation in this course comes with my expectation that your work will be completed in full observance of the Honor Code.

**Required Text**

There is one required textbook for J 428:

Edward Bliss, Jr.

***Now the News: The History of Broadcast Journalism***

Columbia University Press

ISBN 0-231-04402-X

**Class Topics, Readings, and Assignments by Date**

| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| --- | --- | --- | --- |
| **Week 1** |  |  |  |
| **Class 1 Wednesday August 20** | Review Syllabus  Discuss Course Objectives  Watch **Empire of the Air**: Part 1 |  |  |
| **Week 2** |  |  |  |
| **Class 2 Monday August 25** | Watch **Empire of the Air**: Part 2 | **Bliss 1, 2 & 3** |  |
| **Class 3 Wednesday**  **August 27** | Watch **Empire of the Air**: Part 3  **Hindenburg Explosion** | **Bliss 4 & 5** |  |
| **Week 3** |  |  |  |
| **Monday Sept. 1** | **LABOR DAY** | **HOLIDAY** | **NO CLASS** |
| **Class 4 Wednesday**  **Sept. 3** | **War of the Worlds** | **Bliss 6 & 8** | Submit your three top research topic choices in order in a Word document via the Sakai site drop box.  If you have a special interest or expertise in a particular topic, please explain it. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| **Week 4** |  |  |  |
| **Class 5 Monday**  **Sept. 8** | **Pearl Harbor to D-Day** | **Bliss 10, 11, 16, 17 & 18** |  |
| **Class 6 Wednesday Sept. 10** | **Murrow Part 1**  ***Radio*** | **Bliss 7, 12, & 15** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Week 5** |  |  |  |
| **Class 7 Monday**  **Sept. 15** | **Roosevelt Dies**  **V-E Day**  **Atom Bomb**  **WWII Ends**  **“This Reporter” DVD Part One** | **Bliss 19, 20 & 21** |  |
| **Class 8 Wednesday Sept. 17** | **Murrow Part 2**  ***TV***  **Harvest of Shame**  **See It Now**  **Korean War**  **“This Reporter” DVD Part Two – Start with Chapter 6** | **Bliss 26, 28** |  |
| **Week 6** |  |  |  |
| **Class 9 Monday**  **Sept. 22** | **Television: 50s to 60s Evolution**  **Cuban Missile Crisis** | **Bliss 25, 32** |  |
| **Class 10 Wednesday**  **Sept. 24** | **Kennedy Assassination, TV shifts to half-hour news** | **Bliss 35** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| **Week 7** |  |  |  |
| **Class 11 Monday**  **Sept. 29** | **Civil Rights**  **I Have A Dream** | **Bliss 33, 34** | **Preliminary research reports due in Sakai Drop Box.**  **List three sources checked and three findings made.** |
| **Class 12 Wednesday**  **Oct. 1** | **Man Walks on Moon / Apollo 13** | **Bliss 38** |  |
| **Week 8** |  |  |  |
| **Class 13 Monday**  **Oct. 6** | **Pioneers of TV**  **+**  **Effective Research – Advice from Stephanie Willen Brown**  **VISITS AT 11:45AM** |  |  |
| **Class 14**  **Wednesday**  **Oct. 8** | **Kuralt** | **Bliss pp 276-277** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| **Week 9** |  |  |  |
| **Class 15 Monday**  **Oct. 13** | **Vietnam / Kent State** | **Bliss 36, 37** |  |
| **Class 16 Wednesday, Oct. 15** | **Midterm Exam** | **Midterm Exam** | **Midterm Exam** |
| **Week 10** |  |  |  |
| **Class 17**  **Monday,  Oct. 20** | **Berlin Olympics**  **Watergate**  **Nixon Resigns**  **Saigon Falls** | **Bliss 42** |  |
| **Class 18 Wednesday, Oct. 22** | **Morning Edition**  **CNN**  **Iran Hostage Crisis**  **Nightline** | **Bliss 50** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| **Week 11** |  |  |  |
| **Class 19 Monday,**  **Oct. 27** | **TV and the Presidency One** | **Bliss 27** |  |
| **Class 20**  **Wednesday, Oct. 29** | **TV and the Presidency Two** |  |  |
| **Week 12** |  |  |  |
| **Class 21**  **Monday, Nov. 3** |  |  | **1. Date**  **Student**  **Topic**  **2. Date**  **Student**  **Topic**  **3. April 1968**  **Prof. Cupp**  **Assassination and Funeral of Martin Luther King, Jr.** |
| **Class 22**  **Wednesday, Nov 5** |  |  | **4. Date**  **Student**  **Topic**  **5. Date**  **Student**  **Topic**  **6. Date**  **Student**  **Topic** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topic** | **Readings DUE** | **Project DUE** |
| **Week 13** |  |  |  |
| **Class 21 Monday, Nov. 10** |  | **Student Presentations.** | **7. 1989**  **Prof. Cupp**  **Berlin Wall Falls / Cold War Ends**  **8. Date**  **Student**  **Topic**  **9. Date**  **Student**  **Topic**  **Bliss 45**  **Bliss 47** |
| **Class 22 Wednesday,**  **Nov. 12** |  |  | **10. Date**  **Student**  **Topic**  **11. Date**  **Student**  **Topic**  **12. Date**  **Student**  **Topic** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Week 14** |  |  |  |
| **Class 23**  **Monday,**  **Nov. 17** | **Presentations** |  | **13. Date**  **Student**  **Topic**  **14. Date**  **Student**  **Topic**  **15. Date**  **Student**  **Topic** |
| **Class 24 Wednesday,**  **Nov. 19** | **Presentations** |  | **16. Date**  **Student**  **Topic**  **17. Date**  **Student**  **Topic**  **18. Date**  **Student**  **Topic** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Week 15** |  |  |  |
| **Class 25**  **Monday,**  **Nov 24.**  **NO CLASS ON WEDNESDAY DUE TO THANKSGIVING BREAK** |  |  | **19. Date**  **Student**  **Topic**  **20. Date**  **Student**  **Topic**  **21. Date**  **Student**  **Topic** |
| **Week 16** |  |  |  |
| **Class 26 Monday,**  **December 1** | **Review and Recap Presentations** |  |  |
| **Class 27**  **Wednesday, December 3**  **FINAL CLASS** | **Review and Recap Presentations** |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Friday**  **December 5**  **12 Noon** | **Final Exam** | **Final Exam** | **Final Exam** |

This course contains content that addresses the following AEJMC Competencies:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply tools and technologies appropriate for the communications professions in which they work.