 

**JOMC 101 World of Mass Communication**

**aka: The Media Revolution: From Gutenberg to Zuckerberg… and beyond**

**Fall Semester 2014**

**Monday, Wednesday 5 - 6:15 p.m. in lovely Carroll 111**

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| **Instructor**: Lois Boynton  **Office**: 237 Carroll  **Office phone**: 919/843-8342  **Home phone**: 919/960-6093 (leave message if needed)  **e-mail**: [lboynton@email.unc.edu](mailto:lboynton@email.unc.edu) | **Dr. B’s Office hours:**  Mondays and Wednesdays 11 am-noon;  Tuesdays 11 am-noon, 2-4 pm;  Thursdays 2-4 pm;  whenever the door is open, and by appointment |
| **TAs:** Indaia Whitcombe and Alexia Victor | **About Dr. B**: <http://www.jomc.unc.edu/directory/faculty/lois-boynton> |

**Course Overview:**

Welcome to the School of Journalism and Mass Communication – one of the premier programs in the nation. This class will introduce you to the various facets of mass communication – from the objective world of news media to the persuasive worlds of advertising, public relations and social media. We’ll zip around the various platforms as well – print, digital and broadcast. The overall goal is to help you develop your skills and strengthen your knowledge concerning media and communication industries, their content and their effects on society as well as on us as individuals. We hope you will be better able to see the arc of how the business of communication is changing, how to judge the media you consume, and perhaps to decide this is a world and a school you would like to be part of.

**Course Objectives:**

* Learn how to analyze the quality of the communication messages that bombard you every day.
* Explore how communicators do their jobs
* Explore how various communication professions interact

**Internet Access Needed Every Class!**

Please bring your laptop or other electronic device that has web access to every class. You will need it to participate!

**Course Modules:** The course is broken into three modules: (1) Communicating in a democracy; (2) Media as change makers; and (3) The business side of media. Each class period focuses on a particular topic – known as ***Today’s Lead***. Please consult the Schedule beginning on p. 5 of this syllabus for topics. Information about each day’s Lead is on Sakai – consult the Resources folder online.

**Required Text: *Informing the News: The Need for Knowledge-based Journalism***, by Thomas E. Patterson (2013, Vintage Books). Available in student stores, and it’s not too pricy!

**Other readings**: You’ll need **to check the Resources folder in Sakai** for other readings. The week-by-week schedule at the end of the syllabus indicates each class period’s readings and assignments.

**Keeping up with the News:**

What’s going on in your world? What do you have a right to know? What do you need to know to function on a day-to-day basis? Who is telling you what? It’s important to keep a pulse on what’s happening and understand the strategies and tactics that communicators use to tell their stories and influence your views. Please read/watch the news regularly – if nothing else, you can count on a few news quizzes!

**Exercises and Activities:**

This class, although large, will involve a good bit of interaction, discussion and sharing your ideas.

* In-class activities: On occasion, you will be asked to write something short in class, such as an analysis of a media message, take a news quiz or provide your insights through available technology. **You** **must be present in class** and submit something worthwhile to get credit for the exercise.
* Homework: There are some activities and exercises you’re expected to complete as homework assignments. These must be typed and are due at the beginning of class. You may submit your homework via Sakai.

**Tests:**

This class features two tests and a final exam. These tests are designed to evaluate your understanding of key terms and ideas in the readings, class presentations and discussions, and your ability to apply those ideas. **You will need to bring a bubble sheet for test days.** They are available at Student Stores.

**PollEverywhere:**

We will use PollEverywhere during the semester to gather some real-time views and ideas. **Here’s what you need to know to register:**

1. Do not go to polleverywhere.com to register
2. If you have registered for PollEverywhere for any other class since Fall 2012, do nothing!
3. All others – go to <https://www.polleverywhere.com/register?p=1jac-1a5v>. Enter your name, UNC email address and a password (preferably not your Onyen password)
4. Click **Register my account**. Review the policy information, and click **Register my account**.
5. Under “How should UNC-CH Admin identify you?” enter your University personal identification number (PID) and your Onyen using the following format: YourPID\_YourOnyen (e.g., ########\_jdoe). Click **Update**. If you plan to use your cell phone to text poll responses, enter that number, too. Click **Update**.
6. If you’ve entered your phone number, you’ll need to send a text reply to Poll Everywhere to finish registering your phone.
7. Not sure if you’ve registered correctly? Go to <http://www.polleverywhere.com/profile/memberships>, and log in with your email address and password.

Using PollEverywhere: You can use a browser on any Internet-connected device: laptops, tablets, slates, etc., as well as your phone. Simply go to [http://pollev.com](http://pollev.com/), and log in. Got questions? <http://help.unc.edu/help/poll-everywhere-faq/>

**Using Sakai**

Each student in this class has access to course materials at sakai.unc.edu. Use your ONYEN and password to sign in.

* Syllabus – yup, that’s where you’ll find the syllabus. If schedule changes are necessary, you will be notified and the modified day-to-day schedule will be posted here.
* Resources – Each day’s topic, readings and homework are posted here. Most will have a “Read me first” document that you should … well… read first. All assigned readings should be completed *before* the appropriate class sessions for which they are assigned to ensure that you’re ready to discuss, ask questions, offer opinions, disagree, argue, share knowledge, etc. That’s what will make this class fun!
* Drop box – post your team project input and final essay here.
* Forums – post your input on various activities here
* Announcements – any special announcements will appear when you log in. Be sure to check regularly!

**Attendance:**

Attendance is expected, and you are responsible for following all announcements and schedule changes made in class. There is no substitute for attending class, participating, listening and taking notes. **I will monitor attendance.** If you are absent, it is *your responsibility* to borrow notes from a classmate.

**Student Conduct** – the honor system info for faculty is available at <http://studentconduct.unc.edu/faculty/honor-syllabus>.

1. **Honor Code:** You areexpected to conduct yourself within the guidelines of the University honor system (<http://studentconduct.unc.edu/>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class.
2. **Diversity:** The University’s policy statements on Equal Employment Opportunity and Nondiscrimination are outlined at <http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf>. In summary, UNC does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression or disabilities.
3. **Harassment:** UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, [dos@unc.edu](mailto:dos@unc.edu) or 919.966.4042.

**Professional values and competencies**: The School of Journalism and Mass Communication is accredited through the Accrediting Council on Education in Journalism and Mass Communications. ACEJMC requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. The values and competencies in bold are most relevant for this course:

* **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 basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let us know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at [http://disabilityservices.unc.edu](http://disabilityservices.unc.edu/) or call 919/962-8300. If you need assistance or services from the Academic Success Program for Students with LD/ADHD please contact them at 919/962-7227 or <http://www.unc.edu/asp/>.

**Manners**:

Needless to say, 300-ish people in one room will create some interesting dynamics! Here are some basics to help ensure everyone is able to participate fully:

* Mute your cellphone – keep your ring tones to yourself
* Limit computer/electronic device use to what’s needed for class. Facebooking, tweeting and shopping can be done before 5 and after 6:15.
* Chatting vs. discussing – I encourage group discussions of topics at certain points in the class. Please be respectful of others in the class and save catching up with your classmates until after class.
* Agreeing to disagree – with a class this size, we will no doubt have differing views – and I hope you will share them! The goal is to be respectful when sharing your opinions.
* Arrive on time – nothing aggravates a professor more than when you trot into class late! If you have a class on the other side of campus and know that you will cut it close, please let me know ASAP.
* Getting up/leaving the room – the class is only 75 minutes. Please take your biological breaks before class and save those phone calls until after class. It’s distracting – not to mention rude to our guests and your fellow students – for you to come and go during the class period.

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| **Grading**  Test 1 = 15%  Test 2 = 15%  Final exam = 20%  Team project = 25%  In-class activities = 12%  Homework/out-of-class activities = 13% | **Grade Scale**  A = 90-100  B = 80-89  C = 70-79  D = 60-69  F = below 60  +/- will be assigned if appropriate |

**Please note**: Although grades are not negotiable, I will give every consideration to any concerns you have about an assignment grade, as long as the concern is identified ***promptly***. If you have questions about or dispute a particular grade, please bring it to my attention within a week of receiving that particular grade. The only grades that I will discuss at the end of the semester are those assignments you complete at the end of the semester.

**Check it out!:**

**JOMC News** is published Mondays during the fall and spring semesters by the UNC School of Journalism and Mass Communication. It features much of what you need to know about special programs, professional student group events, the joys of registration and even the schedule for the ever-popular Grammar and Usage Exam. Access it online at <http://www.jomc.unc.edu/jomcnews>.

**JOMC 101 Schedule – Fall 2014**

**\*\***As with everything in life, this schedule is subject to change. You will be notified in advance if changes are made\*\*

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| **Date** | **Today’s Lead** | **Assignments** |
|  | **MODULE 1 – Communicating in a democracy** |  |
| Aug. 20 | Media are changing… is it through a revolution or evolution? | Nuthin’ – just being here is good enough! |
| Aug. 25 | Context and challenges of effective communication | Patterson – Introduction & ch. 6  <http://www.karlybrooks.com/thoughts/dear-student> |
| Aug. 27 | How we decide what to communicate – gatekeeping, agenda setting and agenda building | **Readings**  ▪ *Setting the media’s agenda* (Sakai – Resources folder)  ▪ *The agenda-building function of political tweets* – pp. 1-3 only (Sakai – Resources folder)  ▪ *Gatekeeping theory* - <http://gatekeepingtheory.weebly.com/> |
| **Sept. 1** | **No class – Labor Day!** |  |
| Sept. 3 | Some history – *Broadcast News: The Power of Pictures*. Presented by Prof. David Cupp  <http://www.jomc.unc.edu/directory/faculty/dave-cupp> | Reading:  ▪ *45 dead, 20 hurt*… (Sakai – Resources folder) |
| Sept. 8 | *Understanding news judgment* – Presented by Prof. Andy Bechtel <http://www.jomc.unc.edu/directory/faculty/andy-bechtel> | Readings:  ▪ Patterson, Ch. 1  ▪ Others ID’d in Sakai – Resource Folder |
| Sept. 10 | *Journalism 2.0* presented by Dean Susan King. | **Reading**:  *State of the News Media 2014 - Overview* <http://www.journalism.org/2014/03/26/state-of-the-news-media-2014-overview/> |
| Sept 15 | *Unspun: Finding facts in a world of disinformation* | **Reading**:  ▪Ch. 2-4 in *UnSpun* (Sakai – Resources folder)  **Assignment:** See Sakai Resource Folder |
| Sept. 17 | *Effective research and online searches* – Presented by Stephanie Willen Brown, Park Library Director <http://www.jomc.unc.edu/directory/staff/stephanie-willen-brown> | Reading:  *▪ Evaluating information: Applying the CRAAP Test* (Sakai – Resources folder) |
| **Date** | **Today’s Lead** | **Assignments** |
| Sept. 22 | *Understanding of polling in the media* – presented by Prof. Rhonda Gibson  <http://www.jomc.unc.edu/directory/faculty/rhonda-gibson> | **Readings**:  *▪ 20 Questions A Journalist Should Ask About Poll Results* (Sakai – Resources folder)  ▪ *The good, the bad, and the ugly of public opinion polls*: <http://cstl-cla.semo.edu/rdrenka/Renka_papers/polls.htm>  ▪ Comm theory/uses and gratifications <http://en.wikibooks.org/wiki/Communication_Theory/Uses_and_Gratifications> |
| Sept. 24 | *Business journalism* – Presented by Prof.  Chris Roush <http://www.jomc.unc.edu/directory/faculty/chris-roush> | TBA – See Sakai Resource Folder |
| Sept. 29 | https://fbcdn-sphotos-h-a.akamaihd.net/hphotos-ak-xpf1/t1.0-9/1470370_628837080506774_662696848_n.jpgThe Source Problem | Patterson – Ch. 2  See Sakai Resource Folder for additional info |
| Oct. 1 | **Test # 1 – ewwwww ☹**  **Bring a bubble sheet** |  |
|  | **MODULE 2: Media as change makers** |  |
| Oct. 6 | *How we present messages – the role of framing, frame sponsorship* | **Reading**:  ▪Patterson – Ch. 3 and 4 |
| Oct. 8 | *las Abuelas* – Presented by Prof. Charlie Tuggle  <http://www.jomc.unc.edu/directory/faculty/ca-tuggle> | **Reading**:  ▪ *UNC’s Charlie Tuggle to join Jimmy Carter on human rights panel* <http://chapelboro.com/news/unc/uncs-charlie-tuggle-join-jimmy-carter-human-rights-panel/>    Other TBD – See Sakai Resources Folder |
| Oct. 13 | *The Irina Project* – Presented by Prof. Anne Johnston  <http://www.jomc.unc.edu/directory/faculty/anne-m-johnston> | **Reading**:  *▪ Covering sex trafficking: Journalists can do better* <http://www.cjr.org/behind_the_news/covering_sex_trafficking_journ.php> (also in Sakai)  *▪Framing an emerging issue: How US print and broadcast news media covered sex trafficking, 2008-2012.* (Sakai- Resources folder) |
| **Date** | **Today’s Lead** | **Assignments** |
| Oct. 15 | **No class. Fall break – yay!**  **Fall Break begins at 5 pm today**   |  |  | | --- | --- | |  |  | |  |  | | http://westpointpost.com/wp-content/uploads/2012/10/Happy-Fall-Yall7-306x230.jpg |
| Oct. 20 | Bummer! Back to class…  *Understanding news with interactive storytelling -- Gaming, social networks and data visualization*  Presented by Steven King (the other one…) <http://www.jomc.unc.edu/directory/faculty/steven-king> | TBD – see Sakai Resource Folder |
| Oct. 22 | *Early 1900s public relations campaigns against child labor* – Presented by Prof. Dulcie Straughan  <http://www.jomc.unc.edu/directory/faculty/dulcie-straughan> | **Readings**:  ▪ Patterson – Ch. 5  *▪ What is public relations?* (Sakai – Resources folder) |
| Oct. 27 | *Informational graphics and the news* – Presented by Prof. Terence Oliver <http://www.jomc.unc.edu/directory/faculty/terence-oliver> | TBD – See Sakai Resource folder |
| Oct. 29 | *Political communication in the social media age* - presented by Prof. Daniel Kreiss <http://www.jomc.unc.edu/directory/faculty/daniel-kreiss> | **Readings:**  ▪ Did Twitter kill the boys on the bus? <http://www.technologyreview.com/featuredstory/509026/how-obamas-team-used-big-data-to-rally-voters/>  ▪ A more perfect union - <http://www.technologyreview.com/featuredstory/509026/how-obamas-team-used-big-data-to-rally-voters/> |
| Nov. 3 | **Test #2 ick!**  **Bring bubble sheet** |  |
|  | **MODULE 3: The Business Side of Media** |  |
| Nov. 5 | *News flash: The media don’t own the news! Are there newer ways to ‘do’ news?* | **Readings**:  ▪ *What are the four theories of the press?* <http://www.preservearticles.com/what-are-the-the-four-theories-of-the-press.html>  *▪ Hutchins Commission* (Sakai – Resources folder) |

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| **Date** | **Today’s Lead** | **Assignments** |
| Nov. 10 | *Disruption* – presented by John Clark, Reese News Lab executive director <http://www.jomc.unc.edu/directory/faculty/john-clark> | **Readings**:  ▪ *Revisiting disruption* <http://www.americanpressinstitute.org/publications/good-questions/revisiting-disruption-8-good-questions-clayton-christensen/>  ▪ *Marc Andreessen Thinks the News Business Is About to Grow 1,000 Percent* <http://www.wired.com/2014/02/big-boom-news-change-read/> |
| Nov. 12 | *PR and crisis communication – what to do when the s\*\*\* hits the fan* | **Team project essay due (details in Assignments)** |
| Nov. 17 | *Using Google Analytics to track online campaign performance* – Presented by Prof. JoAnn Sciarrino <http://www.jomc.unc.edu/directory/faculty/joann-sciarrino> | **Readings**:  *▪ Understanding Paid, Owned and Earned Media*  <http://blog.hootsuite.com/converged-media-brito-part-1/>  *▪ Introduction to Google Analytics*  <https://support.google.com/analytics/answer/1008065?hl=en&ref_topic=1008008>  *▪ YouTube Video “Introduction to Google Analytics”:*  <http://www.youtube.com/watch?v=H1Opn4DS88k> |
| Nov. 19 | *In the moment: Social media marketing in real time* – presented by Prof. Joe Bob Hester  <http://www.jomc.unc.edu/directory/faculty/joe-bob-hester> | **Viewing** (rather than reading ☺)  *▪How brands can prepare for the moment and adapt in real time* <http://www.youtube.com/watch?v=zAXqgoGphp8> |
| Nov. 24 | *Branded laughter: How humor works to influence consumerism* – Presented by Prof. Dana McMahan  <http://www.jomc.unc.edu/directory/faculty/dana-mcmahan> | **Reading**:  ▪ *Does humor make ads more effective?* (Sakai) |
| Nov. 26 | **No class. Happy Thanksgiving break!** |  |
| Dec. 1 | *The marketing of the Olympic Games* – presented by Prof. John Sweeney <http://www.jomc.unc.edu/directory/faculty/john-sweeney> | Readings- None! You’re welcome! ☺ |
| Dec 3 | LDOC! – Review for final exam, etc. |  |
| Friday Dec. 8,  4-7 pm | Final exam – ewwwwww! |  |