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

**Class Meetings** Tuesday and Thursday, 3:30 PM to 4:45PM, Carroll Hall 132.

This class cannot be taken concurrently with any course in which the lab or group meeting conflicts with JOMC-428.1 time periods*.*

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

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

**Office Hours:**

**1:00PM to 2:00PM**

**Mondays and Wednesdays,**

**By Appointment**

**And By Chance**

**Scope**

**This is designed as a seminar course. We will watch, listen to, 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 develop an understanding of the role broadcast journalism has played in recent American history.

# 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://time.is/**](http://time.is/). Or, for another entertaining way to check the time, visit [**www.humanclock.com**](http://www.humanclock.com). Arriving late, going 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. The 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:

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| 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**

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** |
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| **Week 1** |  |  |  |
| **Class 1**  **Thursday January 9** | Review Syllabus  Discuss Course Objectives  Watch “**Empire of the Air**: Part 1” |  |  |
| **Week 2** |  |  |  |
| **Class 2**  **Tuesday January 14** | Watch “**Empire of the Air**: Part 2” | **Bliss 1, 2 & 3** |  |
| **Class 3**  **Thursday**  **January 16** | Watch “**Empire of the Air**: Part 3”  **Hindenburg Explosion** | **Bliss 4 & 5** |  |
| **Week 3** |  |  |  |
| **Class 4**  **Tuesday January 21** | **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 particular interest or expertise in a specific topic, please explain it. |
| **Class 5**  **Thursday**  **January 23** | **Pearl Harbor to**  **D-Day** | **Bliss 10, 11, 16, 17 & 18** |  |

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| **Week 4** |  |  |  |
| **Class 6**  **Tuesday**  **January 28** | **Murrow Part 1**  ***Radio*** | **Bliss 7, 12, & 15** |  |
| **Class 7 Thursday January 30** | **Roosevelt Dies**  **V-E Day**  **Atom Bomb**  **WWII Ends** | **Bliss 19, 20 & 21** |  |

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| **Week 5** |  |  |  |
| **Class 8**  **Tuesday**  **February 4** | **Murrow Part 2**  ***TV***  **Harvest of Shame**  **See It Now**  **Korean War** | **Bliss 26, 28** |  |
| **Class 9**  **Thursday February 6** | **Television: 50s to 60s Evolution**  **Cuban Missile Crisis** | **Bliss 25, 32** |  |
| **Week 6** |  |  |  |
| **Class 10**  **Tuesday**  **February 11** | **Kennedy Assassination, TV shifts to half-hour news** | **Bliss 35** |  |
| **Class 11**  **Thursday**  **February 13** | **Civil Rights**  **I Have A Dream** | **Bliss 33, 34** | **Preliminary research reports due.**  **List three sources checked and three findings made.** |

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| **Week 7** |  |  |  |
| **Class 12**  **Tuesday February 18** | **Man Walks on Moon / Apollo 13** | **Bliss 38** |  |

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| **Class 13**  **Thursday**  **February 20** | **Pioneers of TV Game Shows**  **+**  **Research Stephanie Willen Brown VISITS AT 4PM** |  |  |
| **Week 8** |  |  |  |
| **Class 14**  **Tuesday**  **February 25** | **Kuralt** | **Bliss pp 276-277** |  |
| **Class 15**  **Thursday**  **February 27** | **Vietnam / Kent State** | **Bliss 36, 37** |  |
| **Week 9** |  |  |  |
| **Class 16**  **Tuesday**  **March 4** | **Midterm Exam** | **Midterm Exam** | **Midterm Exam** |
| **Class 17**  **Thursday**  **March 6** | **Berlin Olympics**  **Watergate**  **Nixon Resigns**  **Saigon Falls** | **Bliss 42** |  |
| **Week 10** |  |  |  |
| **Tuesday, March 11** | **No Class**  **Spring Break** | **No Class**  **Spring Break** | **No Class**  **Spring Break** |
| **Thursday, March 13** | **No Class**  **Spring Break** | **No Class**  **Spring Break** | **No Class**  **Spring Break** |
| **Week 11** |  |  |  |
| **Class 18**  **Tuesday**  **March 18** | **Morning Edition**  **CNN**  **Iran Hostage Crisis**  **Nightline** | **Bliss 50** |  |
| **Class 19**  **Thursday**  **March 20** | **Reagan**  **TV and the Presidency One** | **Bliss 27** |  |

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| **Week 12** |  |  |  |
| **Class 20**  **Tuesday**  **March 25** | **TV and the Presidency Two** |  |  |
| **Class 21**  **Thursday**  **March 27** |  |  | **1. Event Date**  **Student Name**  **Topic**  **2. Event Date**  **Student Name**  **Topic**  **3. Event Date**  **Student Name**  **Topic** |

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| **Week 13** |  |  |  |
| **Class 22**  **Tuesday**  **April 1** |  |  | **4. Event Date**  **Student Name**  **Topic**  **5. Event Date**  **Student Name**  **Topic**  **6. Event Date**  **Student Name**  **Topic**  **Bliss 45**  **Bliss 47** |
| **Class 23**  **Thursday**  **April 3** |  |  | **7. Event Date**  **Student Name**  **Topic**  **8. Event Date**  **Student Name**  **Topic**  **9. 1989**  **Prof. Cupp**  **Berlin Wall Falls / End of Cold War** |

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| **Week 14** |  |  |  |
| **Class 24**  **Tuesday**  **April 8** | **Presentations** |  | **10. Event Date**  **Student Name**  **Topic**  **11. Event Date**  **Student Name**  **Topic**  **12. 1991**  **Prof. Cupp**  **Rodney King / L.A. Riots** |
| **Class 25**  **Thursday**  **April 10** | **Presentations** |  | **13. Event Date**  **Student Name**  **Topic**  **14. Event Date**  **Student Name**  **Topic**  **15. Event Date**  **Student Name**  **Topic** |

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| **Week 15** |  |  |  |
| **Class 26**  **Tuesday**  **April 15** | **Presentations** |  | **16. Event Date**  **Student Name**  **Topic**  **17. Event Date**  **Student Name**  **Topic**  **18. Event Date**  **Student Name**  **Topic** |
| **Class 27**  **Thursday**  **April 17** | **Presentations** |  | **19. Event Date**  **Student Name**  **Topic**  **20. Event Date**  **Student Name**  **Topic**  **21. Event Date**  **Student Name**  **Topic** |

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| **Week 16** |  |  |  |
| **Class 28**  **Tuesday**  **April 22** | **Review and Recap**  **Presentations** | **Bliss 49**  **(No Power Point)** | **22. Event Date**  **Student Name**  **Topic**  **23. Event Date**  **Student Name**  **Topic**  **24. Event Date**  **Student Name**  **Topic** |
| **Class 29**  **Thursday**  **April 24** | **Review and Recap**  **Presentations**  **and Course Evaluations** |  | **25. Event Date**  **Student Name**  **Topic**  **26. Event Date**  **Student Name**  **Topic** |

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| **Tuesday**  **April 29**  **4 PM** | **Final Exam** | **Final Exam** | **Final Exam** |