

JOMC 450
Business and the Media
Spring 2017

Carroll Hall 253
Tuesday, Thursday 2 p.m. to 3:15 p.m.

Instructor: Carol Wolf, 394 Carroll Hall
The Walter E. Hussman Lecturer in Business Journalism

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Office Hours: 3:30 to 5 p.m., Tuesdays and Thursdays. Other times by appointment. Always available by email.

Objectives: To discuss and understand the role of the media in American society and how it affects the public's perception of business. We'll look at the mechanisms journalists use that affect public perception and look at current issues in business journalism. We'll work to fine tune your news judgement and discuss how that judgement affects companies. You'll become proficient in writing a four-paragraph lead for business stories, and further develop interview skills.

Course requirements: As a journalist, your reputation internally and externally, and ability to cultivate sources is a result of your professionalism including the use of correct grammar and punctuation, accuracy, arriving on time for interviews, and meeting deadlines. As a training ground for your professional life, these attributes will be carried into the classroom.

Students are expected to attend class and arrive on time. Work that is turned in must be factually accurate and grammatically correct in every detail. Your life as a journalist will be all about meeting deadlines. Therefore, all class activities and assignments must be completed and completed on time. Any problems meeting these deadlines must be discussed with me well in advance. Failure to meet deadlines without prior discussion will result in a reduction of 10 points per incident.

Missing a class without prior notification will result in a 5- point deduction to your grade. Chronic lateness will also result in a 5-point deduction. Cell phones must be turned off. If your phone rings in class, you will lose a point toward your grade.

This class will be primarily an exploration into the field of business journalism. Participation in classroom discussions and activities, including improvement in the four-paragraph lead, will represent the bulk of your grade. Your participation in these discussions and activities will lead to enhanced news judgement, the hallmark of a good journalist.

Course work:

There is no official *text* book for this class.

Two, 800-word papers: As a journalist, you will be expected to develop your own story ideas and work through those ideas with your editor to produce a finished article. That will carry on into this classroom. You will be required to write two, 800-word news articles/papers during the semester. These papers/articles will be on subjects of your choosing related in some way to the class. I am very open to the topics. You will develop the ideas for these stories/papers and pitch these ideas to me either verbally or in an email before beginning to write. We can continue to work together during the writing process to fine tune your work as needed. These are not articles/papers you are expected to do solely by yourself. You are free to collaborate with me and your classmates to develop the best possible product, as you would do in a newsroom setting. You will be expected to present the ideas and findings of the paper/article to the class the day the paper is due.

Four books and 300-word papers: We will read four books in the semester. You will be expected to write a 300-word paper on each book and participate in a classroom discussion on these books. Have ideas for discussion prepared for each book. For the Big Short, you can either read the book or watch the movie. Your choice. A paper must be written on the movie if you choose the movie.

Historical figure paper: You will write a 300-500-word paper on a prominent historical journalist and discuss that journalist with the class. I will assign the historical journalist.

All papers must be turned in to me in HARD COPY form. No emails accepted except in extraordinary circumstances to meet the deadline, but must be followed up with a hard copy. No hard copy, no grade.

Daily Classroom Assignments:

Each class will begin with writing a timed four-paragraph article on a general business subject from a press release. Each student will be assigned a day to bring in a business press release of your choice for the class to write from. You will sign up for a day and that calendar will be posted on Sakai and on the bulletin board in my office.

Tests: There will be a midterm and a final. Both will be take home tests.

Grading Weight:

20% -- Class participation and improvement in writing the four-paragraph lead

20% --Four papers/articles book summaries and related discussions

20% --Two, 800 word articles/papers and related discussions

20% -- Midterm

20% -- Final

Grading Scale:

100-95=A
94-90=A-
89-87=B+
86-83=B
83-80=B-
79-77=C+
76-73=C
72-70=C-
69-67=D+
66-63=D
62-60=D-
59-00= F

Books:

“The History of the Standard Oil Company: Briefer Version.” By Ida Tarbell. (David Chalmers, Ed.) Dover Publications: 2003.

“The Watchdog That Didn’t Bark.” by Dean Starkman. Columbia University Press:2014

“The Big Short: Inside the Doomsday Machine.” By Michael Lewis. W.W. Norton: 2010.

“The Seven Sins of Wall Street: Big Banks, their Washington Lackeys, and the Next Financial Crisis.” By Bob Ivry. Public Affairs:2014

Optional but Recommended Reading:

“The Bloomberg Way: A Guide for Reporters and Editors” By Matt Winkler and Jennifer Sondag. John Wiley & Sons: 2014

“The Elements of Style.” By William Strunk Jr.

Honor Code: It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code, which prohibits lying, cheating or stealing when these actions involve academic processes or University, student or academic personnel acting in an official capacity. We all are expected to adhere to the Honor Code at all times. This prohibits plagiarism.

Schedule and syllabus: Subject to change so please stay in contact with me about the schedule and watch your emails and Sakai.

Jan. 12: First day of class-introduction

Jan 17: Honing interview skills

Jan 31: Topic idea due for first article/paper. Instructor approval needed before you begin

to write. Be prepared to pitch the story topic to me verbally or via email.

Feb. 7: Ida Tarbell paper due and class discussion

Feb. 23: First 800-word paper/article due and class discussion

Feb. 28: Idea for the second article/paper is due. Instructor approval needed before you begin to write. Be prepared to pitch the story topic to me verbally or via email.

March 7: The Watchdog that Didn't Bark paper due and class discussion

March 9: Midterm handed out

March 14: Midterm due

March 14: Historical journalist name handed out for paper

March 21: Second Paper due and class discussion

March 28: Historical journalist paper due and class discussion

April 4: The Big Short paper due and class discussion

April 25: Seven Sins of Wall Street paper due and class discussion

April 27: Last day of class

May 8 at noon: Final exam time stated by the college

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness. I am here to help.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and 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.

Special needs: If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or accessibility@unc.edu.

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>