

JOMC 550
Business and the Media
Fall 2017
Carroll Hall 253
Tuesday, Thursday 2 p.m.- 3:15

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

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

Objectives: To discuss and understand how the media affects the public's perception of business. We'll do this from the point of view of the individual journalist and how their articles and words affect business and of the media as an industry and its role in shaping corporate America. We'll also look at current issues in business journalism. You'll become proficient in writing a four-paragraph lead for business stories and further develop interview skills.

Course requirements: Students are expected to attend class, arrive on time, and actively participate in class discussions. All class activities, and assignments must be completed and completed on time. Anyone not turning in an assignment will receive an Incomplete for the class. Any problems meeting deadlines must be discussed with me at least a week in advance. Failure to meet deadlines without prior discussion with the instructor will result in point deductions per incident. All grammar must be perfect. I will return for a rewrite any paper I see with a spelling or grammatical error.

Hard Copy: All work must be given to me in hard copy on or before the deadline as posted on Sakai. In the event of an emergency, I will accept the paper via email so that you are not penalized for a late paper. However, NO GRADE will be given without a hard copy.

Attendance: If you missed work without telling your boss you would be fired. That same philosophy will hold in MEJO 550. AS LONG AS YOU TELL ME YOU ARE MISSING CLASS, YOU ARE EXCUSED, no points deducted from your grade. Missing a class without prior notification will result in point deductions to your grade. Points will be deducted for 5 or more excused or non-excused absences. Chronic lateness will also result in point deductions. Cell phones must be turned off. I reserve the right to take intermittent classroom attendance.

Class Participation: Class participation is graded more heavily than either your midterm or final. You must actively participate in course discussions. Journalists and other professionals can't be afraid to speak up in public and the same holds true for this class. That said, having email discussions with me or visiting me after class and during office hours would also earn

participation points. Your participation and thoughtful responses are paramount to success in this class.

Sakai: We will have a Sakai page for this class. All class materials, the schedule, and grades will be posted on Sakai. Please watch Sakai for resources for use in class. The calendar on Sakai is the final word on when things are due. Whenever there is a change to the Sakai schedule, I will send an email alert so be on the look out for these as your grade could depend on it.

Grading:

20% -- Class participation

20% -- ABC11 video

15% -- Midterm

15% -- Final

15%-- Paper/article 1

10%-- Historical journalist presentation

5% --One page reports on assigned books, other assignments

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

59-00= F

• **Books:**

There is no official textbook for this class. Students must read the following books instead. They are available at the student bookstore, on Amazon, and other online sources:

“Muckrakers: How Ida Tarbell, Upton Sinclair, and Lincoln Steffens Helped Expose Scandal, Inspire Reform, and Invent Investigative Journalism.” By Ann Bausum. World History Biographies: 2007

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

“24 Days: How Two Wall Street Journal Reporters Uncovered the Lies that Destroyed Faith in Corporate America.” By Rebecca Smith and John R. Emshwiller. Harper Collins 2004

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

“The Big Short: Inside the Doomsday Machine.” By Michael Lewis. W.W. Norton: 2010. You may either watch the Big Short movie or read this book. If you want the movie you must do a report on the movie.

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.

Assignments and tests:

Daily Drill: Each class will begin with writing a timed four-paragraph article, or headlines on a general business subject from a press release. Each student will bring in a press release once during the semester. Please go to the calendar on Sakai and put your name on a Tuesday or Thursday in January, February or March.

ABC 11 Project: Each student will create a one to three minute video to be published on the ABC 11 TV station’s website. You may use any software that you like as long it doesn’t have a proprietary stamp on the screen. I will teach you and lead you through every step of the process. The videos can be about:

- North Carolina news story of your choice
- A national story that has a North Carolina angle.
- A general news story

The video must be of a general nature so that they can remain evergreen on the ABC11 website. You **MUST** have your topic approved by me before starting your project. We will set up a schedule early in the semester so that you have milestones to reach before the final product. I will edit and approve all of the videos. For the best use of your time, you should discuss with me what content you will be presenting **BEFORE** you create the video.

Book and Book Reports: You will write a 300-500 report on the four books you will be reading and the one movie that you will be watching. On the due date you will turn in a short book report and be prepared to give your thoughts about the topic as part of a classroom discussion. In the book report, I want you discuss the topic and give me your impressions of what you read.

Historical Figure Paper: You will be assigned a historical person in journalism. You will research your person and teach the class about the person you researched. Power Point or other presentations are encouraged by not required. If you don’t do an on screen presentation, please write a report on your historical figure and turn it in to me in hard copy form. In class, you will explain to us why this person is an important journalist and how what they did affected modern journalism.

Business paper: Students will be required to write a 500-word paper or news article on a business topic of your choice. If you chose to write a news article, you must have two sources. I must approve the topic of the paper before you begin writing. Please pitch me the topic either in person or via email. Journalism majors are required to do the news article based on the four-paragraph lead we are learning in class. Other majors can choice between the news article, or a paper.

Guest Speakers: We will have a variety of guest speakers during the semester. Each student will research the speaker and prepare three questions to ask the speaker while they are there.

Midterm and Final: You will be graded on the thoughtfulness of your responses. The University assigned final exam day for this class is **May 7 at noon**.

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.

The schedule is subject to change. Please use the calendar on Sakai as the final word on the schedule and due dates. I will email you if anything changes so keep an eye out and ask.

Key Dates:

Jan. 25: Muckraker book report due

Feb. 6: ABC11 topic sentence due

Feb. 8: Watch Dog book report due

Feb. 13: ABC11 story board presentations due

Feb. 22: Sins of Wall Street book report due

March 1: Power Point presentations on historical journalist due

March 22: ABC 11 story board presentations due
Take home midterm handed out

March 27: Midterm due

April 3: Big short paper due

April 5: 24 Days book report due

April 10: Personal finance topic papers due

April 17: ABC11 video graphics due

April 24: ABC 11 videos complete- edits suggested

April 26: Final edits to ABC 11

May 7 at noon is final exam.

Subjects covered in this class:

- The role of the business journalist as the watchdog of corporate America
- How the media affects society's view of business
- Case studies on business journalism to develop news and ethical judgment
- Writing business stories using the four-paragraph lead
- How to craft business news stories and press releases for maximum impact
- Improving interview and observation skills
- Historical business journalists and their role in shaping current journalism
- The Financial Crisis
- News researching skills
- News judgment

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. Please let me know and I will be happy to help in any way possible.

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>