**JOMC 550**

**Business and the Media**

**Fall 2019**

**Carroll Hall 142**

**Tuesday, Thursday 9:30 a.m.- 10:45 p.m.**

**Instructor:** Carol Wolf, 222 Carroll Hall

The Walter E. Hussman Lecturer in Business Journalism

**Phone:** 202-384-3650 (cell)

**E-mail:** cwolf@unc.edu

**Office Hours:** 2 p.m. to 3:30 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. We’ll dissect and practice writing leads for business stories and press releases 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 25-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.

**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 a 5-point deduction to your grade per absence. No more than 4 excused absences. After four excused absences there will be a 5-point deduction per absence. Chronic lateness will also result in a 5-point deduction to your grade. 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 lookout for these as your grade could depend on it.

**Tent Cards:**You will be given a tent card on the first day of class. You will put your name on the tent card in big letters and have the tent card in front of you during every class. At the end of every class you will turn your tent card in. You will pick up your tent card at the beginning of every class. Tent cards will be part of how we keep track of attendance.

**Guest Speakers:** Students should look up information about each guest speaker and come to class prepared with three questions to ask the speaker. **Cell phones and laptops are not to be used when we have guest speakers.** Please sit up, pay attention and represent UNC as many of the speakers are in a position to offer internships and employment.

**Group Work:** You will be assigned a group of two people at the beginning of the semester. Those groups will remain for the entire semester. Group projects will include the historical journalist presentation and the video. All members of the group should be given specific assignments within the group project. These assignments should include a deliverable so that everyone can see what each person did. This way one person won’t work more than the others.

**Grading:**

20% -- Class participation

20% -- Subject video

15% -- Midterm

15% -- Final

15%-- Paper/article

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

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

“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:**

**Video Project:** Each student will create a one- to three- minute video on an evergreen subject related to North Carolina. 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

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. 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 three 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 Presentation:** Your group 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 software should be used. In class, you will explain to us why this person is an important journalist and how what they did affected modern journalism. Why should we care?

**Business paper:** Students will be required to write a 500-word paper or news article on a business topic of your choice. You must have two sources within the news article or paper. I must approve the topic of the article/paper before you begin writing. Please pitch me the topic via email.

**Midterm and Final:** The midterm will be take home. You will be graded on the thoughtfulness of your responses. The University assigned final exam day for this class is **Dec. 10 at 8 a.m. in room 142.** We can discuss changing this date and time early in the semester if everyone is agreeable.

**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:**

**Aug. 20:** First day of class

**Aug. 22:** Four- paragraph lead and personal objects

**Aug. 27:** Ackland Art Museum for class

**Aug. 29:** Video topic due

**Sept: 5:** Muckrakers book report due

**Sept. 12:** Earnings primers read-found on resources page

**Sept. 19:** Storyboard outline due

**Sept. 26**: Watch Dog book report due

**Oct. 10:** Big Short due

**Oct. 10:** Midterm given out

**Oct. 15:** Midterm returned.

**Oct. 17:** Fall Break

**Oct. 24:** Topic for each slide due

**Nov. 7:** Words for each slide due

**Nov. 14:** Sins of Wall Street due

**Nov. 19:** Graphics for video due

**Nov. 19:** Business paper/article due

**Nov. 21:** First draft of video due

**Nov. 28:** Thanksgiving

**Dec. 2:** Video for class

**Dec. 10:** Final Exam at 8 a.m. – subject to change

**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/*](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fwww.unc.edu%2fugradbulletin%2f)*.* 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](mailto: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](https://outlook.unc.edu/owa/redir.aspx?C=XciXt6cD-UGWmSsiOI50ZzqEMU9vI9AI9RIjk3k3N01dLuvhbfv_0PYGw11_4sIpiXYZSqGOi3A.&URL=http%3a%2f%2fwww2.ku.edu%2f%7eacejmc%2fPROGRAM%2fPRINCIPLES.SHTML%23vals%26comps)