

JRN 101-3

FUNDAMENTALS OF JOURNALISM

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JEN. 1 - MR. ILEY

PREFACE; (FOR WHOLE COURSE)

By way of introduction, I would like to point out several unique features of the text (Media) used for Fundamentals of Journalism and the course itself.

The authors have made a conscious effort to make this the most readable of introductory texts*. As former magazine writers, they share a distaste for jargon and pedanticism, and they have struggled to avoid both. The student will find this book written very much in his own language. Frequent sub-heads, anecdotes, and illustrative boxes to lighten the load.

Because of their breadth, textbooks almost never have an opportunity to devote more than a paragraph or two to an example of anything. The student therefore tends to lose sight of the richness, complexity, and real-world relevance of what he is reading. To solve this problem, the authors have compiled a companion reader, Media Casebook, containing a single extended example of each major point stressed in the text.

Bucking the trend toward undocumented textbooks, the pages of Media are studded with footnotes. The notes are grouped: at the end of each chapter, where they may serve as leads for further student research (along with the "Suggested Readings" for the chapter). Educators, like journalists, are in the author's view, obliged to acknowledge their sources.

An increasing number of students are becoming more aware of the tremendous impact of the media on themselves and their society. These students are seeking out courses that deal with what the media are doing for them and to them, and what they can do about it. Media is designed for such a course.

FUNDAMENTALS OF JOURNALISM

JRN^ 1 - Mro Iley

Rm. E,467

GENERAL COURSE OUTLINE

UNIT:

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|------------------|-----------------------------|
| 1. INTRODUCTION- | a) Communication |
| | b) Mass communication |
| | c) American Mass communicat |
| | d) The Four Functions |
| 2. DEVELOPMENT- | a) Authoritarian England |
| | b) Colonial America |
| | c) The Revolutionary Period |
| | d) The Partisan Press |
| | a) The Penny Press |
| | f) The Civil War |
| | g) Transition |
| | h) Joseph Pulitzer |
| | i) William Randolph Hearst. |
| | d) Newspaper claims |
| | k) Wire services |
| | l) The mukrakers. |
| | m) New media |
| | n) Old media |
| | o) Depression & After |
| | p) ToVo develops |
| | q) The Old Media respond |

3. THE MEDIUM AND THE MESSAGE-

- a) Functions
- b) The audience
- c) The medium and the message
- d) The medium is the message
- e) Retribaliat^{Or}ion
- f) Truth & Fantasy

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| <u>k. NEWSPAPERS-</u> | <ul style="list-style-type: none"> a) The newspaper reader* b) The newspaper reporter c) The newspaper publisher* d) The newspaper e) The reporter fights back f) The everyday process g) The future |
| <u>5. MAGAZINE&-</u> | <ul style="list-style-type: none"> a) General magazines b) Specialized magazines. c) The editor d) The newsmagazines e) <u>Impact</u> |
| <u>6. BROADCASTING-</u> | <ul style="list-style-type: none"> a) Entertainment: b) Mass culture c) Broadcast, corruption d) Entertainment value e) Broadcast: news f) T.Vo versus Newspapers g) Radio news; h) Documentaries and Live coverage i) Editorials. i) Money k) Networks l) Government m) The public n) Changes |
| <u>7o OTHER MEDIA-</u> (Wire Services, Films, Books.)- | <ul style="list-style-type: none"> a) Everything for Everybody b) Not. Enough For Anybody c) Feature Syndicates d) Hollywood; and Kids e) Sex and Such f) The Rest of the Business g) Breakdown h) Publishers |

8. ADVERTISING AND PUBLIC RELATIONS.

- a) Advertising and business
- b) Advertising and the media
- c) Advertising and the public
- d) Advertising Men
- e) Public-relations Men
- f) Ethics

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***** SPECIAL ASSIGNMENT -JEN. 1:

Students will research, write and hand in one term paper on any aspect of the History of Journalism in Canada«
Minimum length - 2500 words
 The paper will be in proper form,
 ie: typed, double spaced, cover page;
 with name, title etc, outline, footnotes and bibliography,
DUE ON MONDAY, DEC, 2nd, 1974 by 4 P.m.
 (Marks deducted for' late papers)

***** GRADING; tfor complete course)

- a) **Average mark :Tot research topics for** each unit. 15\$
 - b) Average mark of postt-tests for each unit. 40\$
 - c) Special Assignment- (**Term Paper**)*. * 30\$
 - d) **Average mark in** class discussion related to specific topics. # 15\$
- TOTAL100\$**

A) TEXTS REQUIRED;

- !• Media - An introductory Analysis of American Mass Communications - Sandman, Rubin & Sachsman.
2. Media Casebook - An Introductory Reader in American Mass Communications — Sandman, Rubin & Sachsman.

***** Books available in the Campus Shop*

B) METHODOLOGY:

1. At the start of each new unit of instruction for Fundamentals of Journalism, each student will receive a preface, outline and grading system for that particular unit.
2. At the start of each new unit of instruction, each student will receive Research Topics for that particular unit which are due on a-specific date as stated on the Research Topic sheet.
- 3 • At the start of each new unit of instruction, each student will be given a pre-test on that unit. Although the mark for this pre-test is recorded in my records., it has no bearing on your average. I repeat, this mark is not averaged in for your final marko

km Following each pre-test, each student-will mark his OF?her own test. After discussion or questions about the test, the pre-test papers will be handed in,,
(more)

GENERAL OUTLINE... ,5... 5... 5

5« Lecture-discussion (with prior reading by the student) on each unit or pairfc of each unit depending on its length.

6, Class discussion on the Casebook selection.

7« On ocassion, students will he given the opportunity to do reading and research topic assignments in the classroom*

&» Post-test will follow each unit of instruction. The post-test makes up 60%6 of your mark for each unit and. *kOfo* of your final mark in Fundamentals of Journalism. Most times, the post-~~test~~ will consist of short-answer essaystypa questions.

9» On ocassion, guest speakers, will be: invited to address the class on various aspects of the course.

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