

FUNDAMENTALS OF JOURNALISM

JRN.: 1 - Mr. Iley

Rm. E.467

GENERAL COURSE OUTLINE

UNIT:

1. INTRODUCTION-
 - a Communication
 - b Mass communication
 - c American Mass communication
 - d The Four Functions

2. DEVELOPMENT.
 - Authoritarian England
 - Colonial America
 - The Revolutionary Period
 - The Partisan Press
 - The Penny Press
 - The Civil War-
 - Transition
 - Joseph Pulitzer
 - William Randolph Hearst
 - Newspaper claims
 - Wire services
 - The mukrakers
 - New media
 - Old media.
 - Depression & After
 - T0V0 develops
 - The Old Media respond

3# THE MEDIUM AND THE MESSAGE-

Functions
The audience
The medium and the message
The medium is the message
Retribalization
A
Truth & Fantasy

(cont'd)

GENERAL OUTLINE

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; (for complete course)

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

TOTAL... ••.100?t

GENERAL OUTLINE 4* . . . h...•k

A) TEXTS REQUIRED:

1. 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
4. Following each pre-test, each student. will mark his br^her own test. After discussion or questions about the test, the pre-test papers will b:e handed in.

(more)

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

5. Lecture-discussion (with prior reading by the student) on each unit or part: of each unit depending on its length,
6. Class discussion on the Casebook selection.
- 7« On occasion, students will be given the opportunity to do reading and research topic assignments in the classroom,
- 8, Post-test will follow each unit of instruction. The post-test makes up 60% of your mark for each unit and 40% of your final mark in Fundamentals of Journalism. Most times, the post-test will consist of short-answer essay-type, questions,
- 9» On occasion, guest speakers, will be invited to address the class on various aspects of the course.

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***** SCALE:

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80L- 100 - A

5Q - f>5~-&
BfLm-fG-«*- I (Incci;pli3te)

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