

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016

Discipline: Media Studies

MDST 3410-101: Media Ethics

Division: Upper

Faculty Name: Linda Gradstein

Credit Hours: 3; Contact Hours: 38

Pre-requisites: None

COURSE DESCRIPTION

This course will provide an introduction to the study of journalism from the standpoint of history, examining the forces of political, social and technological change that have affected both how media is produced and how it is consumed. We will consider what it means to be a journalist today and how the 24-hour news cycle affects coverage. We will study individuals who made the profession what it is today. We will compare professional journalism ideologies around the world to better understand how the roles, tools and ethics of journalists vary around the US, and in Japan, India, Vietnam and South Africa. We will also look at the role of censorship in the Chinese press,

COURSE OBJECTIVES

1. Develop an understanding of journalism, what journalists do, and how the themes of journalism history relate to the present day media of mass communication.
2. Examine how news and information are disseminated in the US, and in the countries we will visit, and how this is affected by culture, geography and political institutions.
3. Examine the events and individuals who have shaped journalism over time, focusing on journalism's unique role in the history of the US, its economic evolution, its relationship with diverse populations and interests, and the development of journalistic standards.
4. Gain an understanding of journalistic ethics and how they have changed over time.

REQUIRED TEXTBOOKS

AUTHOR: Ralph Hanson

TITLE: Mass Communication: Living in a Media World

PUBLISHER: CQ Press

ISBN #: 978-1-6042-6600-9

DATE/EDITION: 3rd Edition

AUTHOR: Donald Ritchie

TITLE: American Journalists

PUBLISHER: Oxford

ISBN: 978-0-1953-2837-0

TOPICAL OUTLINE OF COURSE

Depart Ensenada- January 7:

A1- January 7: Intro to Course

Lecture/Discussion: How does the Press Work? What is a Journalist? What is the role of a free press in a democracy? What are the ethical responsibilities of journalists?

In-Class Writing Assignment (not graded)

A2-January 9: Early Print Media: The Printing Press and the Spread of Literacy in Europe

Reading: Hanson, Chapter 1

A3- January 11: Early Print Media: The First Amendment and a free press

Lecture/Discussion: Gutenberg, the Zenger Trial and its importance in Modern Journalism

Reading: Chapter 4, Ritchie on Zenger and Franklin

Honolulu: January 12

A4-January 14: American Colonial and revolutionary press, the birth of news in the US

Lecture/Discussion: Partisan Press/Yellow journalism

Due: Blog Entry #1

A5-January 17: Alternative Press: American Suffrage and Abolitionist Press

Reading: Ritchie on Tarbell

Discussion: What is the Alternative Press Today?

Study Day: January 19

A6- January 20: Growth of the American News Industry, News Barons and Professionalization of the Press

Reading: Hanson. Chapter 6 p. 197-end, Ritchie on Pulitzer, Hearst, Neuharth, Murdoch

A7-January 22: Exam #1

Yokohama: January 24-25

In-Transit: January 26

Kobe: January 27-28

A8- January 29: Rise of Photography

Lecture/Discussion: The importance of Images in the News/Public Perception

Reading: Zelizer, "Journalism Through the Camera's Eye" Chapnick "Inside Photojournalism" Ch. 1, 2 Ritchie on Nast, Luce

Due: Blog Entry #2 (Based on Experiences in Japan)

Shanghai: January 31-February 1

In-Transit: February 2-3

Hong Kong: 4-5

A9- February 6: Broadcasting: Radio News, the Press and Two World Wars

Lecture/Discussion: Changes Brought about by Radio, War Reporting

Reading: Hanson, Chapter 7, Richie on Edward R.Murrow

Watch and Listen to : <http://www.biography.com/people/edward-r-murrow-9419104#final-years-and-legacy>

Ho Chi Minh: February 8-12

A10- February 13: Radio In Asia: Case Study of China, Vietnam, and Japan. What Kind of Radio Does Each Country Have and What Role Does it Play in Daily Life?

Readings:

Study Day: February 15

A11-February 16: Broadcasting: Television News and the Rise of the News Anchor

Lecture/discussion: The Origins of Television and the Changes It Brought to journalism

Reading: Hanson Chapter 9, Ritchie on Cronkite

Yangon: February 18 -22

A12-February 23: Online News: The 24 Hour News Cycle and Transition to Online News

Reading: Hanson, Chapter 10

Due: Blog Entry #3

A13- February 25: Threats to Journalism: Media Suppression Around the World

Lecture/Discussion: The role of Journalists in Politically Oppressive Regimes: Compare China and India

Cochin: February 27-March 3

A14-March 4: The Press in India

Due: Blog Entry #3

Study Day: March 6

A15-March 7: The Press in Vietnam: How is the US portrayed after the Vietnam War

Port Louis: March 9

A16- March 10: The Business of News: Global Media Consolidation

Lecture/Discussion: Media Ownership by Corporations

Reading: Hanson: Chapter 11

Study Day: March 12

A17-March 13: Watchdog or lap dog: Media in the late 20th Century

Reading Hanson Chapter 3

Cape Town: March 15-20

A18- March 21: Journalism in South Africa and Ghana

Readings to be assigned

Readings:

Radio in Accra: Communicating among Linguistically and Ethnically Diverse Audiences Kwasi Boateng, University of Arkansas at Little Rock

This article explains the change in radio programming in Accra, Ghana, in terms of the concepts of hybridization, hegemony, and the public sphere. It argues that private radio has transformed communication among linguistically and ethnically diverse groups of people. It discusses how local language use, especially Akan, on radio has assumed national significance, by examining the dynamics of the use of local language by private radio to reach a linguistically diverse audience. And it makes the claim that this approach to radio programming has improved and expanded the democratic function of the electronic voice medium. Introduction: Giving Up Radio Monopoly

Due: Outline for Research Paper

A19-March 23: Citizen Journalism: The Internet and “Mass Self-Communication”

Lecture/Discussion: Ethical and Social Considerations

Class Debate on Citizen Journalists

Reading: Columbia Journalism Investigation into Rolling Stone article on rape on UVa campus.

Reading: http://www.cjr.org/investigation/rolling_stone_investigation.php

A20-March 25: Social Media and its Effect on News: Focus on the Arab Spring

What the Arab Spring Tells Us About the Future of Social Media

<http://smallwarsjournal.com/jrnl/art/what-the-arab-spring-tells-us-about-the-future-of-social-media-in-revolutionary-movements>

Takoradi: March 27-28

Tema: March 29-31

A21- April 3: Informal Regulation: Journalism Ethics Around the World

Lecture/Discussion: How do Ethical Stances of Journalists Vary Around the World?

Class Discussion Based on In-Port Experiences

A22-April 5: Formal Regulation: US Media Law

What laws affect journalists in the US? The Limitations of US Media Law

Reading Hanson: Chapter 13

A23: April 5: Connecting the Past and the Present: Redefining Journalists and Citizens

Due: Blog Entry #5

Casablanca: April 7-11

Study Day: April 12

A24- A Day Finals, April 13

April 16: Disembarkation Day

FIELD WORK

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports.

While in port, please buy any local newspapers you find in English. Read them with an eye to concepts discussed in class including censorship. Try to listen to local radio on the Internet.

FIELD LAB (At least 20 percent of the contact hours for each course, to be led by the instructor.)

Field lab attendance is mandatory for all students enrolled in this course. Do not book individual

travel plans or a Semester at Sea sponsored trip on the day of your field lab.

The field lab for this course takes place on: January 12

Visit to NPR Station in Honolulu, Hawaii to discuss NPR and US News

NPR is one of the most important news sources in the US and each local station produces its own programming as well as broadcasting Morning Edition and All Things Considered. We will tour the station and meet several journalists there. Students will learn about the issues unique to Hawaii, and will use it as a basis of comparison for other media systems that we will encounter in other ports. After the visit to NPR we will visit the Diamond Head Monument and take a two hour steep hike up to the crater.

FIELD ASSIGNMENTS

Students will be asked to write a personal reflection blog entry on the experience on the day of the field lab.

Students will write a 4-6 page paper discussing the role of a particular medium of communication in another port and comparing it to the role of radio in the US or Ghana, analyzing how technology shapes the job, the responsibilities and ethics of journalists.

METHODS OF EVALUATION / GRADING RUBRIC

Field Lab Paper – 20 Percent

Research Paper – 25 Percent

Exams – 30 Percent (15 Percent each of 2 Exams)

Blog Entries – 15 Percent

Class Participation – 10 Percent

Research Paper – A 5-page paper on a topic of your choice (with approval by instructor) analyzing some aspect of media history prior to 1990, and considering how this event, person, publication or technology has (or does not have) a continuing effect on modern journalism. Choose a person a publication, or an event significant to journalism history that has not been discussed in class.

Exams: There will be two exams over the course of the semester, with both short answer and essay questions

Blog Entries: A 300-500 word reflection on a reading, port call, or class discussion (total five blog entries)

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: Michael Schudson **TITLE:** Discovering the News: A Social History of American Newspapers **PUBLISHER:** ISBN #: 0-465-01666-9 **DATE/EDITION:**

AUTHOR: Georgios Terzis (Editor) TITLE: European Journalism Education PUBLISHER: University of Chicago Press ISBN #: 978-1-84150-235-9

ADDITIONAL RESOURCES

<http://www.uri.edu/iaics/content/2009v18n1/11%20Kwasi%20Boateng.pdf>

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."