Journalism and Society

Class code  JOUR-UA 9503 - 001

Instructor Details  Teresa Guerreiro
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Office Location and availability TBC

Class Details  Fall 2011
Thursday, 1000-1300
Location to be confirmed.

Prerequisites  A desire to understand British media and how they relate to the society they serve. An interest in the big challenges facing the media in the 21st century. Students should be prepared to become regular consumers of a variety of British media for the duration of the course.

Class Description  Lectures, sometimes illustrated with audio or video clips, and requiring active student participation. Guest speakers and an opportunity to visit news media organisations in London.

Desired Outcomes  1. To broaden the students' understanding of media and journalism outside the USA.
2. To gain insights and perspectives into the coverage of international stories and the forces that shape the prevailing narratives.
3. To gain an understanding of the key issues currently facing the media and explore possible avenues for their future evolution.

Assessment Components  1. 1,000-word essay, 10% of total mark (to be assigned 6th Oct. With a deadline of 13th Oct.)
2. 1,200-word essay, 20% of total mark (to be assigned 20th Oct with a deadline of 27th Oct.)
3. Exam Part 1 – 1,200 word essay, 20% of total mark – 18th November
4. 500 to 750-word news blog, 10% of total mark (to be assigned 1st Dec. with a deadline of 8th Dec.)
5. Exam Part 2 - 1,500 word essay 30% of total mark – 15th December.
5. Seminar participation 10%

Failure to submit or fulfil any required course component results in failure of the class.
Assessment
Expectations

**Grade A:** A students will be expected to submit all of their work on time, read in advance all relevant material that is assigned for specific classes, and achieve a quality of work in their writing and analytical ability that is clearly superior to their classmates. Students are expected to have made a significant contribution to class discussions. Their final exam marks should place them amongst the top achievers in the class.

**Grade B:** B students will also be expected to submit their work on time and achieve a better than average quality of work in their writing and analysis, as well as in their classroom participation. They are also expected to have read their material in advance of class and to contribute to class discussions. They will also be expected to score above average in their final exams.

**Grade C:** C students are expected to attend class on a regular basis and demonstrate in their written work and in their classroom participation that they are reading all relevant material that is assigned to them. They are expected to perform at least on average in their writing projects, class discussions and on their final exam.

**Grade D:** D students are clearly perceived to be performing below standard. This means that they are not prepared in class, are not submitting their work on time, are writing at a below standard level, and achieved result in their final exam that is below average.

**Grade F:** F students will have failed to achieve the minimal standards of the course (attending class, completing assignments on time, taking the final exam) and made no effort whatsoever in class, in their work, and on their final exam.

Grade conversion

NYU in London uses the following scale of numerical equivalents to letter grades:

- **A=94-100**
- **A-=90-93**
- **B+=87-89**
- **B=84-86**
- **B-=80-83**
- **C+=77-79**
- **C=74-76**
- **C-=70-73**
- **D+=67-69**
- **D=65-66**
- **F=below 65**

Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).
Grading Policy

NYU in London aims to have grading standards and results in all its courses similar to those that prevail at Washington Square.

In addition, Stern School of Business classes adhere to the following Stern grading guidelines:

There should be no more than

- 25-35% A's - awarded for excellent work
- 50-70% B's - awarded for good or very good work
- 5-15% C's or below - awarded for adequate or below work

A guideline is not a curve. A guideline is just that-it gives an ideal benchmark for the distribution of grades towards which we work.

Attendance Policy

NYUL has a strict policy about course attendance. **No unexcused absences are permitted.** While students should contact their class teachers to catch up on missed work, you should NOT approach them for excused absences.

Excused absences will usually only be considered for serious, unavoidable reasons such as personal ill–health or illness in the immediate family. Trivial or non-essential reasons for absence will not be considered.

Excused absences can only be considered if they are reported in accordance with the guidelines that follow.

**Please note that you will need to ensure that no make-up classes – or required excursions - have been organised before making any travel plans for the semester.**

**Absence reporting**

1. On the first day of absence you should report the details of your illness by calling free (from landline) 0800 316 0469 (option 2) or by e-mailing absences@nyu.ac.uk including- class missed, professor, class time and whether any work was due including exams.

2. Generally a doctor’s note will be required to ensure you have sought treatment for the illness. Contact the Gower Street Health Centre on 0207 636 7628 to make an appointment, or use HTH general practitioners if you cannot get an appointment expediently at Gower Street.

3. At the end of your period of absence, you will need to complete an absence form online at [http://www.nyu.edu/global/london/academics/attendance_policy.htm](http://www.nyu.edu/global/london/academics/attendance_policy.htm)

4. Finally you must arrange an appointment to speak to David Crout (freshmen) or Nigel Freeman (non-freshmen) on your first day back at class. You must have completed the absence form before making your appointment.

Absence requests for non-illness purposes must be discussed with the Assistant Director for Freshman Programmes (Freshmen) or Assistant Director for Academic Affairs (non-freshmen) prior to the date(s) in question – no excused absences for non-illness purposes can be applied retrospectively.

Supporting documentation relating to absences must be submitted within one week of your
3% will be deducted from the student’s final course mark for each unexcused absence. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, viva voce (oral examination), or an increased weighting on an alternate assessment component, etc.). In the past, students have asked about early departure from the program at the end of the semester. This will not normally be allowed. Under no circumstances will we allow a student to take a final exam at any time other than it has been scheduled - neither before the other students in the class, nor afterwards. Students have been informed not to make return travel plans before the end of the exam week. Exams may not be held during your regularly scheduled class meeting. Please do not make plans during the exam period until you know the exact times of your exams.

NYUL also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting point in a punctual and timely fashion.

Please refer to the Student Handbook for full details of the policies relating to attendance.

Late Submission of Work

1. Written work due in class must be submitted during the class time to the professor.

2. Late work should be submitted in person to the Administrative Assistant for Academic Affairs in office hours (Mon – Fri, 10:30 – 17:30), who will write on the essay or other work the date and time of submission, in the presence of the student. Another member of the administrative staff can accept the work, in person, in the absence of the Administrative Assistant for Academic Affairs and will write the date and time of submission on the work, as above. Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

3. Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

4. Written work submitted after 5 weekdays after the submission date without an agreed extension fails and is given a zero.

5. Please note end of semester essays must be submitted on time.

Plagiarism Policy

Plagiarism: the presentation of another piece of work or words, ideas, judgements, images or data, in whole or in part, as though they were originally created by you for the assignment, whether intentionally or unintentionally, constitutes an act of plagiarism.

Please refer to the Student Handbook for full details of the plagiarism policy.

All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late
Submission of work rules apply to both the paper and electronic submission and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.

Electronic Submission
The Turnitin database will be searched for the purpose of comparison with other students’ work or with other pre-existing writing or publications, and other academic institutions may also search it.

In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website http://www.turnitin.com
2) Click ‘Create Account’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrolment password (these will be e-mailed to you after the drop/add period, or contact luke.harper@nyu.ac.uk if you have misplaced these).
5) Follow the online instructions to create your profile.

To submit your work for class, you will then need to:

1) Log in to the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.), please ensure your work is in Word or PDF format, and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) Please print your digital receipt and attach this to the hard copy of your paper before you submit it to your professor (this digital receipt appears on the web site, immediately after you submit your paper and is also sent to your e-mail address). Please also note that when a paper is submitted to Turnitin all formatting, images, graphics, graphs, charts, and drawings are removed from the paper so that the program can read it accurately. Please do not print the paper in this form to submit to your lecturers, as it is obviously pretty difficult to read! You can still access the exact file you uploaded by clicking on the ‘file’ icon in the ‘content’ column.

Please also see the Late Submission of Work policy, above.

Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class. NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student.

Penalties for confirmed cases of plagiarism are set out in the Student Handbook.

Required Text(s)

Further Reading (recommended). Copies in NYU-L
Students will be required to read articles posted in the School Blackboard and visit a number of websites as directed during the course. In addition, students will be expected regularly to consume a variety of British news media, including print, broadcast and online.

**Internet Research Guidelines**

It is hoped students will have their own laptops with internet access.

**Additional Required Equipment**

none

**Session 1**

8th September

Introduction – getting to know each other.

Mutual expectations: what students and professor expect from this course.

A brief discussion of the proposed syllabus.

Why the set books were chosen and how to read them.

The criteria for grading students’ work.

*Journalism – what it’s for and why it matters.*

“The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing.”

**Session 2**

15th September

The main principles of journalism

Discussion of some of the rules set by *The Elements of Journalism*, what they mean in practice and why they’re necessary.

**Session 3**

22nd September

Who consumes what and why.

*British Newspapers and their target audiences.*

*How to read/decode newspapers.*

Practical analysis

**Session 4**

29th September

“It’s hard news which captures readers… and it’s features which hold them” – Lord Northcliff

*The media in Britain – a brief historical overview.*

**Session 5**

6th October

“The lowest form of popular culture has overrun real journalism” – Carl Bernstein

*Journalism today: values, pressures, challenges*

We look in more detail at some of the cases of bad or problematic journalist practice raised by *News Culture*.

Students will be briefed on their First Marked Essay with a **deadline** of 13th October.
Session 6
13th October
Students hand in their first marked essay.

“Two countries separated by a common language”
Reporting the US to the UK and the UK to the US – guest speaker, Claire Bolderson, BBC
Journalist and former Washington correspondent.

PLEASE NOTE: Time will be allocated for a question and answer session. Please bring questions or comments.

Session 7
20th October
“Nation Shall Speak Peace Unto Nation.”


Students will be briefed on their next essay with a deadline of 27th October.

Session 8
27th October
Students return their second marked essay.

“Being a spectator of calamities taking place in another country is a quintessential modern experience” – Susan Sontag

War Reporting – questions of patriotism and public morale.
Showing of a documentary.
Students return their second marked essay.

Session 9
3rd November
Visit to the London offices of al-Jazeera English. The visit will include a Q and A session with a
senior editor – students should prepare questions.
Full Details TBC

Session 10
17th November
“Kill the cockroaches!”

The many uses of radio – Case study: Hate radio – guest speaker Keith Somerville, journalist,
academic and expert on African affairs.

Session 11
18th November
EXAM – PART 1

Session 12
24th November
“We live in an era of new cultural conditions … characterised by faster adoption and assimilation of
foreign cultural products than ever before.”

Globalisation – its impact on our lives and our media.

Session 13
1st December
“Writing the first draft of history?”

The internet – citizen journalist
“… the people formerly known as the audience…”

Blogs/aggregators/cyberwars
Students will be briefed on their next assignment with a **deadline** of 8\(^{th}\) December.

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<th>Session 14</th>
<th>Students hand in their assignment.</th>
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| 8\(^{th}\) December | **The internet – is it neutral?**  
**Towards the future.**  
**An opportunity to go over parts of the course that may need revision or clarification.** |

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<th>Final exam</th>
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| 15\(^{th}\) December | Toilet breaks should be taken before or after class or during class breaks.  
Food & drink, including gum, are not to be consumed in class.  
Mobile phones should be set on silent and should not be used in class except for emergencies.  
Laptops are only to be used with the express permission of the teacher.  
Please kindly dispose of rubbish in the bins provided.  
There will be a visit to al-Jazeera English – see details in Session 9 above.  
All freshman classes have at least one co-curricular excursion per semester. Usually on a Friday or weekend. |

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