JOURNALISM AND SOCIETY: FROM BLOGS TO BULLETS, CHANGES AND CHALLENGES FACING THE MEDIA

Class code  JOUR-UA 9503-001

Instructor Details  Teresa Guerreiro

Class Details  Fall 2013
Thursday, 1400-1700
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 globalized and increasingly digitized 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, often illustrated with audio or video clips as well as material from print publications. Active student participation is required. Guest speakers and an opportunity to visit news media organizations in London.

Desired Outcomes  1. To gain an understanding of the importance of the media in society.
2. To broaden the students’ understanding of media and journalism outside the USA.
3. To gain insights and perspectives into the coverage of international stories and the forces shaping the prevailing narratives.
4. To gain an understanding of the key issues facing the media and explore avenues for their future evolution.

Assessment Components  1. 1,000-word essay, 10% of total mark (to be assigned 19th Sep. with a deadline of 26th Sept.)
2. 1,200-word essay, 20% of total mark (to be assigned 17th Oct. with a deadline of 24th Oct.)
3. Mid-Term Exam – 1,200-1,500 word essay, 20% of total mark – 31st Oct.
4. 500-word newsblog, 10% of total mark (to be assigned 15th Nov with a deadline of 22nd Nov)
5. Final exam – 1,500-word essay, 30% of total mark. 14th Dec.
6. Seminar participation – 10% of total mark
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 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 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 a 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 mid-term and final exams, and reading course materials) and made no effort whatsoever in class, in their work, and in 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.
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 guidelines which follow, and can only be obtained from the appropriate member of NYUL’s staff.

**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.** See also section 11.1 - Make up days.

**Absence reporting for an absence due to illness**

1. On the first day of absence due to illness you should report the details of your symptoms by e-mailing absences@nyu.ac.uk including details of: class(es) missed; professor; class time; and whether any work was due including exams. Or call free (from landline) 0800 316 0469 (option 2) to report your absences on the phone.

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://bit.ly/NuCl5K. You will need to log in to NYU Home to access the form.

4. Finally you must arrange an appointment to speak to Nigel Freeman or Donna Drummond-Smart on your first day back at class. You must have completed the absence form before making your appointment.

Supporting documentation relating to absences must be submitted within one week of your return to class.

**Absence requests for non-illness reasons**

Absence requests for **non-illness** reasons must be discussed with the Academic Office **prior** to the date(s) in question – no excused absences for reasons other than illness can be applied retrospectively. Please come in and see us in Room 308, 6 Bedford Square, or e-mail us at academics@nyu.ac.uk.

**Further information regarding absences**

Each unexcused absence will be penalized by deducting 3% from the student’s final course mark. 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.).

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. A copy is in your apartment and has been shared with you on Google Docs.

Written work due in class must be submitted during the class time to the professor. Late work should be submitted in person to a member of NYU London staff in the Academic Office (Room 308, 6 Bedford Square) during office hours (Mon – Fri, 10:30 – 17:30). Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

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

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

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

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 academics@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)**


Students will be required to read articles posted in NYU Classes 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.

**Supplemental Texts(s) (not required to purchase as copies are in NYU-L Library)**


**Internet Research**

It is hoped students will have their own laptops with internet access.
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### Session 1

**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

“Two countries separated by a common language.”

A brief description of the main and persistent cultural tenets of English culture and their reflection in the media. Key cultural differences between the UK and the USA.

### Session 3

**Newspapers and their tribes.**

- Target audiences

- How to read and decode newspapers. Practical analysis.
- Students will be briefed on their first Assignment, deadline 26th September.

### Session 4

Students hand in their Assignment.

- JOURNALISTIC FRAMES AND POINT OF VIEW – How the West narrates the rest of the world
- Case Study: Africa in the Western Media, Guest Speaker, Keith Somerville, Africa Specialist

### Session 5

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

- The media in Britain – a brief historical overview.
- Why the newspapers still matter.

### Session 6

- “The lowest form of popular culture has overrun real journalism” – Carl Bernstein
- Journalism today: values, pressures, challenges.
- Globalisation

Page 6 of 8
| Session 7 | “Nation Shall Speak Peace Unto Nation”  
*International Broadcasting – Radio, TV and online*  
Students will be briefed about their second Assignment, deadline 24th October |
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| Session 8 | Students hand in their Assignment  
*Media Visit - TBC*  
[24th Oct.] |
| Session 9 | Mid-Term Exam  
[31st Oct.] |
| Session 10 | “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, deadline 28th November |
| Session 11 | Is the Internet the Medium of the Future for Journalism?  
Guest Speaker: *Nic Newman TBC*  
[Fri. 15th Nov] |
| Session 12 | Students hand in their Assignment  
The Internet – how free? How powerful?  
The ongoing debate about freedom and regulation.  
Any outstanding questions.  
[28th Nov.] |
| Session 13 | Second Media Visit - TBC  
[5th Dec.] |
| Session 14 | Final Exam  
[12th Dec.] |

**Classroom Etiquette**  
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.
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<th>Required Co-curricular Activities</th>
<th>None</th>
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<tbody>
<tr>
<td>Suggested Co-curricular Activities</td>
<td>Ad hoc</td>
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**Your Instructor**

During a 30-year career with the BBC World Service radio, double award-winning journalist Teresa Guerreiro worked on all aspects of news production as a writer, broadcaster, news/current affairs editor and documentary/feature maker. She also played a prominent role in training younger colleagues at the BBC. Originally from Portugal, she was London correspondent for the main Portuguese weekend newspaper, Expresso, in the 1980s and 1990s. She holds an MA in English Studies from the Classic University of Lisbon. She has also translated a variety of literary and academic books into Portuguese.