

Syllabus for JOMC 428.001**Broadcast History****Spring, 2008****Class Meetings**

Tuesday and Thursday, 3:30 PM to 4:45PM, Carroll Hall 132
JOMC-428.1 cannot be taken concurrently with any course in which the lab or group meeting conflicts with JOMC-428.1 time periods.

Instructor**David Cupp, M.A.**

Assistant Professor

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Office Hours:

2:00 to 3:00PM Tuesdays and Thursdays

By Appointment

Or by Chance

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Scope

This is designed as a seminar course. We will watch, listen to, and discuss historic broadcasts and noted broadcasters.

Course Description

This is a theoretical course. You will be responsible for material from the readings and from the various video and audio files we view/listen to.

Objectives

Your objective is to develop an understanding of, and an appreciation for, the role broadcast journalism has played in recent American history.

Undivided Attention

If you become a broadcast journalist you will utilize electronic devices daily, but all reporters must learn to listen well and take good notes without the aid of a computer. Before class begins please turn off all your electronic devices – laptop, PDA, cell phone, pager, etc. During class, all computers are to remain off at all times unless the instructor asks you to turn them on.

Attendance

As in the broadcast industry, punctuality is essential and deadlines must be met. Classroom experiences are a vital part of the educational process. Therefore, regular class attendance is essential. The following policy governs absences and their effect upon your grade:

- I expect you to arrive on time, and to stay for the entire class period. For clock-setting purposes, visit <http://www.time.gov>. Arriving late, coming in and out during class and/or leaving early will have an impact on the class participation aspect of your grade. Do not schedule activities related to other classes or to news stories that will conflict with your ability to attend these class sessions.
- One (1) absence – no penalty.
- Each additional absence will result in the deduction of three (3) points from your Class Attendance and Participation grade.
- Medical absences are not considered separately. Hardship medical cases and other personal emergencies will be considered when the situation arises. If you find yourself dealing with a contagious illness or an emergency situation notify me in **advance** of class by phone or e-mail.

Late Work

Class presentations are due on the day scheduled. Failure to present on the assigned day will result in a zero in the grade book.

Determination of Grade

There will be a mid-term, a final exam, and a 2000 word paper coupled with a classroom presentation. The paper and presentation should explain the media coverage of the assigned event and should chronicle the impact of that coverage. The paper and presentation will be evaluated on these criteria:

- Insights provided
- Effort made
- Quality of presentation

Additionally, you will be graded on the quality of your involvement in the daily discussions. Grades will be calculated as follows:

94 – 100	A	71 – 73.9	C-
91 – 93.9	A-	68 – 70.9	D+
88 – 90.9	B+	64 – 67.9	D
84 – 87.9	B	61 – 63.9	D-
81 – 83.9	B-	60.9 and below	F
78 – 80.9	C+		
74 – 77.9	C		

Class attendance / participation in discussions	10%
Mid-Term Exam	30%
Final Exam	30%
Paper and Presentation	30%

Academic Integrity

During this course we will strive to be ethical journalists, adhering not only to the guidelines of the University of North Carolina Honor System but also to the codes of ethics developed by various professional journalism organizations. I encourage you to discuss issues and concerns about broadcast journalism inside and outside this class, but the work you submit is to be exclusively your own. You must be careful to give attribution wherever appropriate. Please refer to this website: <http://instrument.unc.edu/> if you have questions about upholding academic integrity in your work. Your participation in this course comes with my expectation that your work will be completed in full observance of the Honor Code.

Required Text

Edward Bliss, Jr.

Now the News: The History of Broadcast Journalism

Columbia University Press

ISBN 0-231-04402-X

Class Topics, Readings, and Assignments by Date

Date	Topic	Readings DUE	Project DUE
Week 1			
Thursday January 10	Review Syllabus Discuss Course Objectives Watch “ Empire of the Air: Part 1 ”		
Week 2			
Tuesday January 15	Watch “ Empire of the Air: Part 2 ”	Bliss 1 & 2	
Thursday January 17	Watch “ Empire of the Air: Part 3 ” Hindenburg Explosion War of the Worlds	Bliss 3 & 4 Bliss 8	
Week 3			
Tuesday January 22	Kuralt 1	Bliss pp 276- 277	
Thursday January 24	Kuralt 2 Visit by Isadore Bleckman		
Week 4			
Tuesday January 29	Pearl Harbor to D-Day	Bliss 5, 6, 10 & 16	
Thursday January 31	Murrow Part 1 Radio	Bliss 7, 11	
Week 5			
Tuesday February 5	Roosevelt Dies V-E Day	Bliss 17, 18, 19, 26	
Thursday February 7	Atom Bomb WWII Ends	Bliss 20, 21	

Date	Topic	Readings DUE	Project DUE
Week 6			
Tuesday February 12	Murrow Part 2 TV Harvest of Shame See It Now	Bliss 12, 15	
Thursday February 14	Television: 50s to 60s Evolution	Bliss 25, 32	
Week 7			
Tuesday February 19	Kennedy Assassination, TV shifts to half- hour news	Bliss 35	
Thursday February 21	Civil Rights I Have A Dream	Bliss 33, 34	
Week 8			
Tuesday February 26	Prof. Chuck Stone Visits		
Thursday February 28	Prep for Midterm Exam		
Week 9			
Tuesday March 4	Midterm Exam	Midterm Exam	Midterm Exam
Thursday March 6	Man Walks on Moon / Apollo 13	Bliss 38	

Date	Topic	Readings DUE	Project DUE
Week 10			
Tuesday March 11	No Class Spring Break	No Class Spring Break	No Class Spring Break
Thursday March 13	No Class Spring Break	No Class Spring Break	No Class Spring Break
Week 11			
Tuesday March 18	Vietnam / Kent State	Bliss 28, 36, 37	
Thursday March 20	Reagan TV and the Presidency One	Bliss 27, 42	
Week 12			
Tuesday March 25	From Film to Tape to Satellites & HDTV Harold Wright		
Thursday March 27	TV and the Presidency Two		
Week 13			
Tuesday April 1	Presentations	Bliss 50	<u>Andrew Rector</u> Watergate – Nixon Resignation <u>Johnny Woodard</u> Iran Hostage Crisis – Nightline

Thursday April 3	Presentations	Bliss 45	<u>Crystal Essex</u> Baby Jessica <u>Aaron Fiedler</u> Tienanmen Square - Tank man.
Week 14			
Tuesday April 8	Presentations	Bliss 47	<u>Talisa Funn</u> Berlin Wall Falls / End of Cold War <u>Judge Johnson</u> Operation Desert Storm / Live from Baghdad.
Thursday April 10	Presentations		<u>David Harper</u> Rodney King / TV Coverage of LA Riots. <u>Sam Johnson</u> Waco Standoff
Week 15			
Tuesday April 15	Presentations		<u>John Kerns</u> OJ Simpson Trial <u>Patti Baynes</u> OKC Bombing
Thursday April 17	Presentations Note: Members of the UNC Board of Visitors will join us today.		<u>Channing Dalton</u> Columbine <u>Jeevan Vittal</u> Election 2000

Date	Topic	Readings DUE	Project DUE
Week 16			
Tuesday April 22	Presentations	Bliss 49	<u>Brad Russell</u> 9/11 <u>Chris Higginbotham</u> War on Terror / Embedded Journalism
Thursday April 24	Review for Final		
Tuesday May 6	Final Exam 4 PM	Final Exam 4 PM	Final Exam 4 PM