BROADCAST JOURNALISM

In this course we will examine and evaluate the institution of broadcast journalism (primarily television). We will be concerned with its social function. We will also be concerned with the technical aspects of how it operates to the extent that these shape the way it performs its social role. Throughout the course, we will be making two comparisons:
(1) How do broadcast media perform their journalistic tasks compared with the print media?
(2) How do broadcast media perform their journalistic tasks compared with the prescribed standards about the role that journalism must play in a functioning democracy?

Required Readings:
Doris A. Graber, Mass Media and American Politics
Edward Jay Epstein, News from Nowhere

Required Viewing:
network evening news; Tues., Wed., Thurs. (at least)

Suggested Reading:
Walter Lippman, Public Opinion

Course Requirements:
1. Midterm Exam (30%).
2. Final Exam (30%).
3. Four Critiques (10% each).
4. Your lively and thoughtful participation in class discussions.

Date    Topic                 Readings
Intro., Historical Perspective Chap. 1-3
The Institution                    Chap. 4-5
The Individual                     Chap. 6, Postman
The Media Politics                 Chap. 7-8
The Electronic Fourth Estate       Chap. 9-10
Process and Cataclysm               Chap. 11
The Future                         Midterm Exam
News from Nowhere                  Epstein
Critiques                           “
“                                    “
“                                    “
Final exam

Course Objectives:
1. To provide an understanding of the development of radio and television journalism.
2. To provide background for those interested in entering the field of broadcast journalism.
3. To provide training in broadcast journalism.
Departmental Outcomes:

At the end of taking courses in the Communication Studies program, students should be able to (1) demonstrate above average oral, visual, relational, and presentational communications; (2) demonstrate above average critical thinking skills; (3) demonstrate above average research literacy skills; (4) demonstrate above average ability to participate as an active citizen in his/her local, state, national and global communities, and (5) demonstrate above average ability to interpret visual communication.