

# JOUR 105

## Principles of Journalism

Spring 2010  
2:00-3:15 p.m., Tuesday & Thursday  
Room: ILC 150

Prof. James C. Mitchell  
Office hours in Marshall 339:  
Mondays and Tuesdays  
12 p.m to 1:30 p.m.  
or by appointment  
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Office: 621-9134  
Pre-reqs: In the pre-major

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### Course Purpose

This survey class introduces potential journalism majors to the world of news gathering. The purpose of this course is to give you an overview of the culture and principles of journalism so you will be better prepared to succeed in the program and in your career. It will also provide you a chance to decide whether this is the major for you.

### Course Goals

- Provide potential journalism majors an overview of journalism, its history, its future, and its role in a democratic society.
- Introduce the fundamental values and principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice.
- Inspire.
- Introduce students to the basics of journalism law, ethics, writing, and reporting.
- Provide a roadmap for succeeding in the journalism program and in the profession.
- Help students decide if this is really the major/career for them.

### Readings

1. Required:
  - *The Elements of Journalism*, Kovach & Rosenstiel.
  - *The Associated Press Stylebook, 2008 or 2009*
  - *The Reporter's Handbook* (online for free at [http://journalism.arizona.edu/publications/reporters\\_handbook/reporters\\_handbook.pdf](http://journalism.arizona.edu/publications/reporters_handbook/reporters_handbook.pdf))
  - *The Academic Integrity Handbook* (online for free at [http://journalism.arizona.edu/publications/academic\\_integrity/integrity\\_handbook.pdf](http://journalism.arizona.edu/publications/academic_integrity/integrity_handbook.pdf))
  - Other readings will be provided (for free!) as electronic pdf files.
  - *The New York Times* online ([www.nyt.com](http://www.nyt.com))
2. I also expect you to regularly read the *Daily Wildcat* and the *Arizona Daily Star*. You should make a habit of reading the major media criticism magazines, such as *Columbia Journalism Review* and *American Journalism Review*.

### Class policies

1. Get to class on time. You will be marked down 10 points from class participation (or 1 percent of your course grade) for each time you are late.
2. Pack up your bags and leave only when instructed to do so.
3. Turn off your cell phones before class.
4. Laptops are not allowed to be used in class, even for note-taking. Journalists use pen and notepad to take notes, so start practicing now.
5. Deadlines rule the world of journalism. Out-of-class assignments are to be handed in personally in class on the due date. No make-ups. If you turn in an assignment late (when I collect them) you will receive a 0 for it.
6. This is a good time to start practicing good work behavior. That means not talking while others are talking, reading the paper or doing crosswords, checking text messages, typing on a laptop, or any other behavior that is disruptive. If you do, then I will deduct 10 points from your course grade for each infraction (1 percent of your course grade).

### **Academic integrity**

The School of Journalism subscribes to the University of Arizona Code of Academic Integrity. Prohibited conduct covers all forms of academic dishonesty, including cheating, plagiarism, fabrication and facilitating academic dishonesty by others. Complete details are covered by the school's Academic Integrity Handbook, which you are required to read. Anyone who cheats or plagiarizes will receive an E in the course, referral to the dean's office, and potentially greater punishment, up to and including expulsion from the program. This includes making up quotes, information or sources, lying about the nature of an absence, turning in someone else's work as your own, turning in a story that you did for another class, capstone publication, the Wildcat, an internship or any other activity unrelated to this class ("double-dipping"), or using word-for-word information, including from the Internet, from other newspapers, or press releases, without citing the source through attribution. All work is expected to be that of each student alone. Prohibited activities include asking other students for access to their work, asking other students for help during lectures or labs, or sharing information during a quiz or exam. If you are unsure of whether you are about to violate an academic integrity policy, check with me before you do it to avoid failing the course.

### **Anti-discrimination policy**

University and journalism school policy prohibits faculty, staff and students from discriminating against any person on the basis of age, ethnicity, gender, disability, color, national origin, race, religion, sexual orientation or veteran status. I value a free exchange of ideas and thoughts during class, but let's be respectful of one another in our discussions.

### **Attendance**

Attendance in journalism classes is mandatory. Students who don't attend class miss lectures, class discussions and assignments. Many of our classes are highly experiential in nature, making it difficult to make up the work later. Unexcused absences will have a major impact on your grade because you will not be permitted to make up missed assignments. Three unexcused absences will result in your being dropped from the class, or failing the class (E) if the third absence is after the university drop deadline (March 10).

Excused absences are granted only for valid, *documented* reasons and only if the reason makes your presence at the scheduled time impossible. University policy limits acceptable excuses to five: serious illness (with documentation), jury duty, religious observance, a dean's excuse and military reserve obligation. If you have a reason for missing class that you think is legitimate, it is your responsibility to contact me *ahead of time*. Absence excuses are subject to verification. Presenting a false excuse will be considered cheating, a violation of the academic integrity rules, resulting in an E for the course.

In this class, attendance will also help your course grade. Most days we will have some sort of activity that will require students to turn in thoughts on notebook paper, or turn in a homework activity. Every person who submits the assignment will receive 10 points out of 1,000 course points, or 1 percent of the course grade (for up to 25 percent of your course grade). So if you show up and participate you get easy points. So attending this class is worth your time. Also, it's at a good time of day, so sleeping in should not be a problem!

### **Accommodation for students with disabilities**

The school is very willing to make any reasonable accommodation to assist all disabled students to succeed. To be eligible, your needs must be confirmed by the Disability Resource Center and you must report them privately to me *at the beginning of the semester*.

### **Computer use**

You are required to use your UA e-mail account. It is university policy that no outside "data-storage medium" – laptops, CDs, USB drives – can be inserted into any UA device unless the outside medium (your computer) is fully protected by antivirus software. And the UA journalism school's policy is that no laptop can be connected to the school's network and that you not check personal e-mail on school computers. The university just installed wireless in the Marshall Building so you can use your own laptops as you wish in the building.

All students must have updated anti-virus software on their home computers to protect UA computers from viruses that may be introduced from files copied from home computers to some kind of data storage device (i.e., memory card, CD, jump drive, whatever) and then to UA computers. The UA

supplies this software free for all faculty and students. This is located under “no-cost software” on the “site license” page on the UA Web site. This is Sophos anti-virus software. It automatically updates itself periodically, <https://sitelicense.arizona.edu>. For assistance with installing, configuring or updating Sophos, call 621-HELP.

## Readings and resources

This class will use my course web site, <http://www.u.arizona.edu/~mitchell>. That means you will need to log into the class Web site daily and check for updates, assignments, readings, and grades. Many of the course readings will be posted on the site.

## Possible offensive content

This class is a free-speech zone because I believe in practicing what we in journalism preach. Every day journalists deal with the extremes of the world, both good and bad. That means you may hear discussions about news coverage that could be offensive to you, such as ugly crimes, political controversies or conflicting religious beliefs. That’s why we have a First Amendment – to protect speech and the press so we the people can hash out our differences with words rather than guns. At times you will hear me criticize government and institutions, but my criticisms are not partisan. Dipsticks and heroes are represented in all political parties and all walks of life – and at times we are all dipsticks and other times heroes! If you have a thought germane to the course material and discussion, speak up, and if we all respect one another and discuss with intelligence and decorum, then classes will be productive and educational. As the former U.S. senator from Idaho, William E. Borah, said: “If the press is not free; if speech is not independent and untrammelled; if the mind is shackled or made impotent through fear, it makes no difference under what form of government you live, you are a subject and not a citizen.” So speak up, citizen, and cheer this great country’s belief in an open and vibrant exchange of ideas!

## Class Format

Most days I will try to mix it up with lecture, in-class activities, and guests. There will be three exams during the semester, based on lecture and readings, and several outside assignments. On some days I will invite faculty and staff in the School of Journalism to introduce themselves and talk a little about their classes and what they do so you get a feel for the people and courses.

## Grading

A maximum of 1,000 points is possible for the semester, awarded on the following basis (final number of points may vary, depending on the number of participation activities):

Exam 1	200
Exam 2	200
Exam 3	100
Integrity paper	100
Profile	50
Goals paper	100
Participation activities (10 pts. per activity, 1 each lecture day)	250
<b>TOTAL POINTS</b>	<b>1,000</b>

Letter grades will be calculated using this formula:

A = 90-100%    B = 80-89%    C = 70-79%    D = 60-69%    F = 59% and below

No extra credit is available in this class.

## Overview of assignments

### Exams

The first two exams each will be worth 200 points of your course grade, and the third/final exam will be worth 100 points, for a total of 500 out of 1,000 points. The exams will cover the material in the readings and lectures – that includes the textbook chapters and the material posted online at the course site.

Make sure to read both the text chapters and the online readings. The final exam will be cumulative, covering the whole semester. The tests will be multiple choice with some short answer. We will have some review the class before the test, as well as catching up with any topics we didn't complete earlier. But the review days will not be classes for people to show up at the last minute and try to cram the previous five weeks where they didn't do the readings or attend class. Cheating on a test, as with any assignment, will result in an automatic E for the course, referral to the dean's office and my recommendation that you not be admitted to the major. I allow people to take make-up tests only in extreme cases (documented serious illness, jury duty, religious observance, and military reserve duty), and only if you contact me at least 24 hours before the time the test is scheduled. If you do not contact me BEFORE the test, you will not be able to make up the test. In the rare cases where make-up tests are given, they will be given within a week, the tests will be different and they won't be any easier!

### ***Integrity essay***

An essay of about six pages, double-spaced, will be required early in the semester regarding truth and the academic integrity policies of the school and university. The point of this assignment is to familiarize students with the policies and principles of journalism – we are in the truth business. Another purpose of the assignment is to make sure you are familiar with the School of Journalism's rigorous academic integrity policies regarding plagiarism, sourcing, use of assignments in multiple classes, etc. You will be expected to understand the policies – you do not want to end up failing assignments or the class or being expelled from the program. Due date will be announced.

### ***Profile***

Each student will interview a person of interest for a short profile. The interviewee cannot be a friend, family member or colleague. The idea is help you get outside your personal comfort zone and explore new areas, as journalists must do. This will help you get a feel for doing journalism and introduce you to the basics of interviewing and writing. Due date will be announced.

### ***Goals paper***

Toward the end of the semester, all students will write papers outlining their goals in their career and the journalism program, based on what they learned in the class. This is a chance for students to outline their overall goals and the objectives to achieve them, a roadmap for your time in the School of Journalism intended to help you take the steps (e.g., campus media experience, internships) that you will need to be competitive when you graduate. Why let an ASU student beat you out of a job? That will happen if you don't start planning the next several years now! Due date will be announced.

### ***Participation activities***

Each lecture day you will turn something in with your name on it – usually an in-class activity or something that is assigned to bring in that day. The activities will be hands-on learning or discussion items, not too intensive; one type of activity may be a news quiz from that morning's edition of *The New York Times*. The purpose is to apply the lectures and readings, spur discussion, make class more interactive, and provide as a way of encouraging attendance. Each activity will be worth up to 10 points, for about 25 class days, or a total potential of 250 points, or a quarter of your course grade. Quizzes will be graded with points for correct answers. On each other activity, you get full 10 points for doing it and putting your best effort into it – you get 0 points for not doing it or putting little effort into it (e.g., writing your name on top and not really fulfilling the assignment; “phoning it in.”). So in this class participation, attendance, and some degree of motivation and initiative are important.

## **Exam Schedule**

Exam 1 – Thursday, Feb. 18

Exam 2 – Thursday, April 8

Exam 3 – Finals Week, per university schedule: Tuesday, May 11, 2 p.m. to 4 p.m.

## **Hat Tips**

Professor Mitchell gratefully acknowledges the work of Professor David Cuillier in developing this course and providing materials for it this semester...

... and Professor Susan Knight for adding ideas and suggesting new approaches.