

COM 302 Principles of Journalism

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. SPC 205, COM 210, COM 215

Overview of journalism and its historical, ethical and professional base; focus on news sources, with practice in information-gathering techniques.

Reasons for Revision:

(2007) This course, formerly called Information Gathering, was last revised in 1999. This new proposal combined the previous focus on news and the news-gathering process and adds to it a foundation in the profession of journalism. This revision is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes: On completion of this course, students will be able to:	Course Content References:	Assessment:
1. Articulate an understanding of the history and contemporary role of American journalism	I, II, III	1. Exams, papers, applied projects, presentations
2. Explain the role of technology in the development of print, electronic (broadcast) and online (Internet-based) media	II	2. Exams, papers, applied projects, presentations
3. Demonstrate appreciation for the ethical underpinnings of news reporting	III	3. Exams, papers, applied projects, presentations
4. Conduct effective interviews for print and electronic media	V	4. Papers, applied projects, presentations
5. Assess and interpret information for inclusion in news reporting	III, IV, VI	5. Exams, papers, applied projects, presentations
6. Understand and interpret data from social science research for inclusion in news reporting	IV, VI	6. Exams, papers, applied projects, presentations

Course Content:

I. Journalism Profession

- A. History
- B. Social role
- C. Professional organizations
- D. Ethical codes
- E. Regulation
- F. Careers
- G. Technology

II. Journalistic Venues

- A. Newspaper
- B. Magazine
- C. Radio
- D. Television
- E. Internet

III. News Standards

- A. Criteria of newsworthiness
- B. Accuracy and precision in reporting
- C. Balance v/ accuracy

IV. News Sources

- A. Public officials
- B. Organizational officials
- C. Private citizens
- D. Public relations sources
- E. Surveys and polls
- F. Advocacy groups and think tanks as news sources
- G. Online data

V. Interviewing

- A. Questions of fact v/ opinion
- B. Note-taking
- C. News conference and group interviewing
- D. Ethics of interviewing

VI. Online research

- A. Internet databases
- B. Government sources
- C. Organizational sources

Resources:

Classical Scholarship:

- Kovach, B., & Rosenstiel, T. (2001). *The elements of journalism: What newspaper should know and the public should expect*. New York: Three Rivers.
- Fox, W. (2001). *Writing the news: A guide for print journalists* (3rd ed.). Ames IA: Iowa State.
- Sloan, W.D., & Parcell, L.M. (eds.). (2002). *American journalism: History, principles, practices*. Jefferson NC: McFarland.

Current Scholarship in the Field.

- Andrews, P. (2005). *Sports journalism: A practical introduction*. Thousand Oaks CA: Sage.
- Boyle, R. (2006). *Sports journalism: Context and issues*. Thousand Oaks CA: Sage.
- Brooks, B.C., Kennedy, G., Moen, D.R., & Ranly, D. (2004). *News reporting and writing* (8th ed.). Boston: Bedford/St.Martins.
- DeBeer, A.S., & Merrill, J.C. (2003). *Global journalism: Topical issues and media systems* (4th ed.).
- Foust, J.C. (2004). *Online journalism: principles and practices of news for the web*. Scottsdale AZ: Holcomb Hathaway.
- Goldberg, J. (2005). *Careers in journalism* (3rd ed.). New York: McGraw-Hill.
- Hachten, W.A. (2004). *Troubles of journalism: A critical look at what's right and wrong with the press*. Mahwah NJ: Erlbaum.
- Kawamoto, K. (2004). *Digital journalism: Emerging media and the changing horizons of journalism*. Lanham MD: Rowman & Littlefield.
- Kolodzy, J. (2006). *Convergence journalism: writing and reporting across the news media*. Lanham MD: Rowman & Littlefield.
- Meyer, P. (2002). *Precision journalism: A reporter's introduction to social science methods*. Lanham MD: Rowman & Littlefield.
- Pilger, J. (2005). *Tell me no lies: Investigative journalism and its triumphs*. London UK: Vintage.
- Serrin, W., & Serrin, J. (eds.). (2002). *Muckraking! The journalism that changed America*. New York: New Press.
- Smith, R.F. (2003). *Groping for ethics in journalism* (5th ed.). Ames IA: Iowa State.
- Yoop, J.J., & Haller, B.A. (2004). *An introduction to news reporting: A beginning journalist's guide*. Boston: Allyn & Bacon.

Periodicals:

- Editor & Publisher
Columbia Journalism Review
Washington Journalism Review