Discovering Journalism
Ebony Reed
Emerson College
MW Walker Building 503
8 a.m.-9:45 a.m.

Instructor: Ms. Ebony Reed
E-mail: ebony_reed@emerson.edu (Best way to connect with professor outside class, even to set up a phone conference)
Home Office Phone: 617-481-0553
Office Hours: By appointment to serve individual student needs. Appointments available by phone, in-person, Skype or FaceTime.

Instructor: Ebony Reed is a national executive with the Associated Press and works in business development. She is based in Boston, MA. Prior to joining AP four years ago, Ebony held editing and reporting positions at The Detroit News and The Plain Dealer in Cleveland. She is the first graduate of the Missouri School of Journalism’s online media management graduate program. In 2011, Ebony placed as a company-wide finalist in the Associated Press’ global employee business plan challenge with an idea for a new mobile product. Ebony has also taught at University of Missouri-Columbia, Wayne State University, Southern New Hampshire University and previously at Emerson College.

Course description: We will examine how journalism has changed America and the world. We will consider the role of journalism as a public service in a democratic society. Students will read, view, and listen to the finest and most influential stories and examine an overview of the industry and the changes it faces with technology and economic crunches. We will chart the news in U.S. history, from the American Revolution to today’s digital revolution. Students analyze how print, broadcast, and online news have evolved and examine media from other parts of the world. They also explore ethical issues confronting the contemporary journalist and develop knowledge of the First Amendment principles.


Students should know the top 5 stories daily in the U.S. and Boston. Good resources include the Boston Globe, Boston Herald, Washington Post, USA Today, CNN and AP mobile app. You will find that most news organizations will have the same top 2-3 national stories.

Instructor may supply more materials as needed.

Learning Objectives:
By the end of the course, students should be able to articulate, critique and analyze
- How journalism has changed America and the world
- The role of journalism as a public service in a democratic society
- The impact of technology on digital media and social media
- The most influential news stories
- Chart the news in U.S. history, from the American Revolution to today’s digital revolution.
- How print, broadcast, and online news have evolved
- Media from other parts of the world
- Media laws
- Emerging media markets, media business models
- Ethical issues confronting the contemporary journalist, using the Potter’s Box

**Expectations:** Study and work hard, participate in discussion and attend class on time. Students who consistently miss class cannot pass this course. It is the student’s responsibility to have the required text in the first week of class. **No late work is accepted, unless documented medical and/or family emergency is discussed with instructor.** Those students must contact Ebony Reed within 2 days of the missed course/work and have written documentation of the emergency. Everyone should respect each other’s opinions and be professional, so we can have a great semester. You will work in groups at certain times and it’s also expected that everyone pulls his or her own weight and works well in team settings.

**Class Format:**

100 min breakdown:

- Quizzes 20-25 min with peer exchange on grading (No make ups)
- Lecture 25-35 min with PowerPoint/video and student questions
- Class activity/discussion 20-30 min
- Course questions 10 min

**Grades:**

- Attendance/participation* (late students do not receive points): 26 x 10 = **260 points**
- Weekly quizzes (news events, lectures and chapter readings): 23 x 10 points each= **230 points**
- Midterm: **110 points** (10 questions, taken online)
- Final project: **100 points** (all group members receive same grade)

*Students who miss three classes will receive failing grade of F. It is essential to attend, even if all course work is completed.

No planned extra credit.

**Total: 700 points**

**Grading Scale:**
A: 651-700 points (93-100 percent)
A-: 630-650 points (90-92 percent)
B+: 609-629 points (87-89 percent)
B: 581-608 points (83-86 percent)
B-: 560-580 points (80-82 percent)
C+: 539-559 points (77-79 percent)
C: 511-538 points (73-76 percent)
C-: 490-510 points (70-72 percent)
D: 420-489 points (60-69 percent)
F: Failing

Course Calendar:

Week 1: Mass Media Industries, Changing Media Landscape
Sept. 3: Class welcome, review of syllabus and policies. Overview of State of News Media.
Homework: Read Media Impact Chapters 1-2/Mass Media and Books

Week 2: Books
Sept. 8: Understanding e-books
Sept 10: What is the business model for e-books?
Homework: Read Media Impact Chapter 3/Newspapers

Week 3: Newspapers
Sept. 15: Beginnings of general newspapers and ethnic newspapers. Role of newspapers in coverage of Trayvon Martin shooting.
Sept 17: Newspapers expand delivery and go digital
Homework: Read Media Impact Chapter 4/Magazines

Week 4: Magazines
Sept 22: What goes into producing a magazine?
Sept 24: Magazines try to target niche audiences. Will that be profitable?
Homework: Media Impact Chapters 5 and 6/Recordings and Radio
**Week 5: Recordings and broadcast industries**

Sept 29: Recordings and Radio industry. How technology and iTunes became a game changer?

**Oct 1: Assigned groups meet to work on final project.**

Homework: Read Media Impact Chapter 7/Movies

**Week 6: Movie industry**

Oct. 6: Movie industry, Netflix streams into the future

**Oct 8: TBA: Possible industry guest speaker joins us.**

Homework: Read Media Impact Chapter 8/Television

**Week 7: Television**

**Oct. 13: No class, holiday**

Oct. 15: Television. What channel are you watching?

Read Media Impact Chapter 9/Digital Media

**Week 8: Digital revolution**

Oct 20: What is digital media?

Oct 22: Elements of a digital news story

Midterm grades for undergraduates earning C and below will be submitted by Oct. 24.

**Week 9: Digital media continued**

Oct 27: Social media, marketing and branding (Facebook, LinkedIn, Twitter)

Oct 29: Digital business models, mobile audience, measurements and making money? (ComScore, UV pricing, digital ads)

Homework: Read Media Impact Chapter 10/Advertising

**Week 10: Advertising**

Nov. 3: Advertising industry: Its purpose, function and history

**Nov 5 – Assigned groups meet to work on final project. Midterm exam online.**

Homework: Read Media Impact Chapter 11/Public Relations

**Week 11: Public relations, promoting ideas and the crisis**

Nov 10: Public relations crisis – Tylenol and Paula Deen
Nov 12: Working through a PR crisis – how do you solve, attack it – in a digital era?

Homework: Read Media Impact Chapter 12-13/Choosing Sources and Politics

**Week 12: Role of media and journalism in politics**

Nov. 17: Choosing appropriate sources, covering government

Nov. 19: Covering the White House, Obama and AP race calling

Homework: Read Media Impact Chapter 14/Laws

**Week 13: Media laws and battles with the government**

Nov. 24: U.S. government taps Associated Press phones, WikiLeaks and Libel

Nov. 26-29 Thanksgiving break

Homework: Read Media Impact Chapter 15/Ethics

**Week 14: Being ethical and not committing plagiarism**

Dec. 1: Ethical principles and the Potter’s Box

Dec. 3: Privacy

Homework: Read Media Impact Chapter 16/New Markets

**Week 15: New markets and global media**

Dec. 8: New market overview and the Arab Spring of 2013

(Last day of regular class)

**Final project presentation for exam: Monday, Dec. 15 8-9:45 a.m.**

**OTHER POLICIES AND STATEMENTS:**

- **Social networking policy:** Students are welcome to follow this instructor on Twitter and connect on LinkedIn with Ebony Reed.

- **Classroom behavior:** Students are expected to be engaged in class and NOT using devices (computers, iPads, cell phones) for purposes outside the classroom assigned activities at the appropriate time. If that occurs then the student will lose participation points and be asked to leave class. Students are NOT to use social media (i.e. Facebook), text, make cell calls, eat large meals, etc. during class time. Breaks will be given for those purposes. If a student needs to leave for another appointment, restroom, emergency, etc., the student should get up and leave, trying to not disturb the class.
Additionally, students are expected to be respectful to each other and the instructor. Any student not being respectful will be asked to leave the learning environment. Differences in opinion can be held on strategy, journalism, business policy, etc., but respect must still be practiced.

**Disability Statement**

“Students with disabilities who are seeking consideration for services or accommodations should contact the Associate Director for Disability Services: 617-824-8592, dso@emerson.edu, or Disability Services Office, Emerson College, 120 Boylston Street, Boston, MA 02116.”

**Plagiarism Statement**

“It is the responsibility of all Emerson students to know and adhere to the College’s policy on plagiarism. If you have any question concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, speak to your instructor.”

**Students found to be plagiarizing any aspect of course work will fail the class with an F.**