Introduction to Media Business and Ethics

COMM 3505-001 | Hybrid online + Wednesday 1:25-2:45 p.m., LNCO 1110

Professor: Glen Feighery
Contact: glen.feighery@utah.edu or Canvas
Office hours: By appointment
Office location: LNCO 2413 (behind the Communication Department front office)

Graduate Teaching Fellows: TBA

Overview

Materials
All readings and videos will be accessible via Canvas or online.
There is no textbook.

General Education attribute
To better prepare you as engaged 21st-century global citizens, this course fulfills the Intellectual Explorations-Humanities (HF) requirement designation.

What is this class?
This course is open to all majors. For Communication majors in the Strategic Communication and Journalism sequences, it is required because it provides an overview of media careers.

Course Objectives
• Analyze how you really pay for “free” media that you use.
• Define your version of media ethics and apply it to a case study.
• Understand basic business concepts and practices across various media.
• Learn the technological, economic, historical, legal, and ethical foundations of media.
• Contextualize social media as extensions of earlier media.
• Consider how media affect us as individuals and as a society.
• Engage in hybrid education:
  » Anytime before 1:25 p.m. on Mondays, you’ll use Canvas to do readings and submit your Comments and Contribution for the week. (See “How to Comment and Contribute” in Canvas / Modules.) Please consider working ahead on these assignments. Canvas locks at 1:26 p.m. each Monday—you may not be late.
  » We’ll meet in class at 1:25 p.m. on Wednesdays for discussions and activities.
Our Social Contract

Be Professional:
► Be on time for class and all assignments.
► No eating and drinking in the auditorium. Finish lunch in the lobby.
► This is a safe zone for discussions. That means our primary rule is civility.

Accommodation:
► ADA: The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you need such accommodation in this class, please provide reasonable prior notice to the Center for Disability Services, 162 Olpin Union Building, 801-581-5020 (V/TDD), http://disability.utah.edu/.
► Content: This course might expose you to things you find discomforting. I will not make accommodations in course content, requirements, or expectations. http://admin.utah.edu/facdev/pdf/accommodations-policy-background.pdf

Participation = Preparation + Engagement:
► Attendance: http://registrar.utah.edu/handbook/attend.php
You must attend all Wednesday classes. You get zero (0) free days. You earn points for attending and participating. You don’t if you don’t. (If you have a genuine emergency, contact me within 24 hours.)
► Academic integrity: http://www.regulations.utah.edu/academics/6-400.html
Note: Signing another person’s name on an attendance sheet will be considered plagiarism. Signing and leaving early will be considered academic dishonesty.
► Withdrawals: http://registrar.utah.edu/handbook/withdrawal.php
► Semester calendar: http://registrar.utah.edu/academic-calendars/fall2015.php

Grades

Where your course grade comes from:
Day 1 Information Sheet .................................................. 9 points
Media You Own/Media Use Diary (20 pts. for each form) ............................ 40 points
Media Fast paper ......................................................... 75 points
Ethical Process paper ..................................................... 75 points
Case Study paper ....................................................... 115 points
Online participation (12 pts. x 13 weeks) .......................................... 156 points
In-class attendance/participation (10 pts. x 13 weeks) ............................ 130 points
Total: ................................................................. 600 possible points

Paper assignments:
► These five assignments must be submitted on paper, not Canvas or e-mail:
Media You Own/Media Use Diary; Media Fast; Ethical Process; Case Study.
► Because this is a large class, I cannot accept late assignments.
► Bring these assignments on the due dates at the beginning of class—1:25 p.m.
► Each assignment will explain how I’ll grade it. This includes proper spelling, grammar, and punctuation. Everything you submit should be of professional quality.
Grading scale:
When I calculate your course grade at the end of the semester, I will use these percentages:

- 100-94 A
- 89-87 B+
- 79-77 C+
- 69-67 D+
- 66-64 D
- 63-60 D-
- 89-87 B+
- 86-84 B
- 83-80 B-
- 79-77 C+
- 76-74 C
- 73-70 C-
- 63-60 D-

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- 79-77 C+
- 76-74 C
- 73-70 C-
- 63-60 D-

Weekly schedule
All readings are posted in weekly Modules on Canvas.

Week 1 ➤

THEME: INTRODUCTION — Expectations and overview.

• Any time before class on Wednesday
  Read: This syllabus; “How to Comment and Contribute.”
  Update: Your Canvas profile with a recent photo of yourself (for my reference only).

• In class Wednesday
  Baseline assessment: What we know and how.
  »Assignments given: Media You Own and Media Use Diary (due next week, September 3).

Week 2 ➤

THEME: THE MEDIA WORLD — And our ethical roles.

• By 1:25 p.m. Monday
  Read: “Writing on the Wall”; “No Mas Mass Media”; and Johnson, Ch. 1, “Ethical Perspectives.”
  Comment: On all 3 readings.
  Contribute: A specific example of an ethical problem in the media.

• In class Wednesday
  A first look at ethical perspectives.
  Exercise: To lie or not to lie?
  »Assignments due! Media You Own and Media Use Diary.

Week 3 ➤

THEME: READING — Language, culture, and copyright.

• By 1:25 p.m. Monday
  Comment: On both readings. For Manjoo, name 1 thing that you know has changed since 2012. Also, why is this article still relevant?
  Contribute: The title of a book that is important to you—and why.

• In class Wednesday
  Exercise: Name that quote.
  »Assignment given: Media Fast paper (due next week).
Week 4 ►

THEME: NEWS 1 — Information and values.

- By 1:25 p.m. Monday
  Read: Petrecca, “Newsweek”; McGhee, “Rural papers doing better than their city counterparts”; Fallows, “Learning to Love New Media.”
  Comment: On all 3 readings.
  Contribute: The name of the news source you trust the most—and why.

- In class Wednesday
  Exercise: News ethics code analysis.
  »Assignment due! Media Fast paper.

Week 5 ►

THEME: NEWS 2 — Narratives and counternarratives.

- By 1:25 p.m. Monday
  Read: “Who is a Journalist”; “Atheist in the Foxhole.”
  Comment: On both readings.
  Contribute: The name of the news source you mistrust the most. Carefully explain why, with 1 specific example.

- In class Wednesday
  Exercise: News entity analysis.

Week 6 ►

THEME: VISUAL STORYTELLING — Photography and video.

- By 1:25 p.m. Monday
  Read: Pavlik & McIntosh, Ch. 5, “Visual Media”; “Film Spielberg Lucas.”
  Comment: On both readings.
  Contribute: The title of your favorite film or videogame—and why.

- In class Wednesday
  Exercise: What do images say about us?

Week 7 ►

THEME: APPLIED ETHICS — Making decisions you can defend.

- By 1:25 p.m. Monday
  Read: “NPR Ethics Handbook / Social Media”; “Media Ethics must be Public.”
  Comment: On both readings.
  Contribute: An example of a specific ethical problem in social media and why it’s a problem.

- In class Wednesday
  Exercise: Ethical guidelines for social media.
  »Assignment given: Ethical Process paper (due in two weeks).
Week 8 ►

**FALL BREAK**

Week 9 ►

**THEME: AUDIO STORYTELLING — Scary rumors, personal voices.**

- By 1:25 p.m. Monday
  
  **Read:** Bueler, “The beauty of radio”; Campbell, Ch. 5, “Popular Radio.”
  
  **Comment:** On both readings.
  
  **Contribute:** The name of your favorite radio program (or podcast)—*and* why.

- In class Wednesday
  
  Exercise: We randomly celebrate Halloween.

Week 10 ►

**THEME: TELEVISION — From *I Love Lucy* to *Orange is the New Black.***

- By 1:25 p.m. Monday
  
  **Read:** Campbell, Ch. 6, “Television and Cable”; “TV online streaming.”
  
  **Comment:** On both readings.
  
  **Contribute:** The name of a TV show you watch while *not* multitasking—*and* why.

- In class Wednesday
  
  Exercise: TV pitch.

Week 11 ►

**THEME: MUSIC — Mechanical, digital, and virtual.**

- By 1:25 p.m. Monday
  
  **Read:** Vivian, Ch. 6, “Sound Recording”; “Taylor Strikes a Chord.”
  
  **Comment:** On both readings.
  
  **Contribute:** The *purpose* of your favorite playlist (*e.g.*, wakeup, workout, commute).

- In class Wednesday
  
  Exercise: Rock band.
  
  »Assignment due! Ethical Process paper.

Week 12 ►

**THEME: PERSUASIVE COMMUNICATION — Strategic communication & advertising.**

- By 1:25 p.m. Monday
  
  **Read:** Guth and Marsh, Ch. 1, “What Is Public Relations?”; Biagi, Ch. 10, “Advertising.”
  
  **Comment:** On both readings.
  
  **Contribute:** An example of an ad you like (or hate)—*and* why.

- In class Wednesday
  
  Discussion: The TARES test and advertising.
  
  Exercise: Public health ad campaign.
Week 13 ►

**THEME: OUR ONLINE SELVES — Personalities, communities, commodities.**

• **By 1:25 p.m. Monday**
  
  **Read:** Grossman, “Beast With a Billion Eyes”; “Privacy Social Media.”
  
  **Comment:** On both readings. Also, name 1 specific thing that has changed since the Grossman or privacy article was written.
  
  **Contribute:** At least 3-4 detailed sentences answering this question: Is your online self different from your “real” self? Or are they the same? Why or why not?

• **In class Wednesday**
  
  Discussion: What you pay for “free”; the dark side of social media.
  
  »**Assignment given:** Case Study paper (**due on the last day of class**).

Week 14 ►

**WORK ON YOUR CASE STUDY — Note Monday assignment.**

• **By 1:25 p.m. Monday**
  
  Earn your weekly online participation points by writing a detailed paragraph about a topic for your Case Study (due April 22). *I will give you individual feedback on Canvas.*

• **Wednesday**
  
  **NO CLASS**—Prepare for my feedback on your Case Study topic.
  
  *You must read my feedback on Canvas before completing your Case Study.*

Week 15 ►

**THEME: WHAT CAN WE (LEGALLY) DO? Copyright vs. Creative Commons.**

• **By 1:25 p.m. Monday**
  
  **Read:** Pember and Calvert, *Media Law*, excerpt from Ch. 14, “Copyright.”
  
  **Watch:** “What is Creative Commons?” (3 mins. 0 sec.) embedded in this page: [http://creativecommons.org/about](http://creativecommons.org/about)
  
  **Comment:** On the reading and video.
  
  **Contribute:** An example of a great remix.

• **In class Wednesday**
  
  Exercise: Where’s the line between sharing and piracy?

Week 16 ►

**THEME: WHAT SHOULD WE (ETHICALLY) DO? Professional pressures.**

• **No Monday online participation—Finish your Case Study.**

• **In class Wednesday**
  
  Exercise: Corporate secrets, strategic communication, and journalism.
  
  »**Assignment due! Case Study paper.**