



CM 300 Sec 01 ETHICAL JOURNALISM IN THE AGE OF INSTANT MEDIA
IES Abroad Vienna

DESCRIPTION:

This course explores the foundations of professional journalism, and critically examines – through practical trial – the bases of the ethical code that developed out of the practice of the journalistic profession in the age of print and undergirded the best journalism through the mass and digital media age. The course will focus on developments in communications technology and the effects these have had on the culture, asking whether journalism as it has traditionally been understood and practiced is still possible within the contemporary culture and environment of digital media. Austrian, European and American news and media will be considered for examination and analysis.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR:

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:

Class sessions will be discussion based and intensely participatory, with the traditional lecture format largely replaced by a “newsroom” format of structured debate with the professor in the role of “editor-in-chief.” Successful students will listen carefully and engage constantly, developing their ability to express ideas forcefully while being respectfully – critical of their own, their peers’, and their professor’s ideas.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Class participation – 15%
- Writing Assignments – 25% (Two journalist articles 12.5% each)
- Oral class presentation – 20%
- Mid-term – 20%
- Final – 20%

Class Participation

There will be a “news roundup” at the beginning of each class session, in which students will be required to identify and discuss the major news stories in each geopolitical and cultural region.

*Course-related Trips: Students will receive, no less than one week before each excursion, a “briefing packet” from the professor, which will contain details regarding the “5 Ws” of the session’s course-related excursion venue. The general purpose of the excursion is to offer exposure to practical journalism – to allow students to “see what we’ve been talking about” in class: the specific outside-of-class work assignments roughly corresponding to the scheduled excursion days are designed to elicit indicia of understanding and – most importantly – of students’ critical appropriation of journalistic craft and process.

Writing Assignments

Students will be required to submit a writing assignment, in the form of a news story, news analysis piece, or opinion essay, for each class session. The professor will choose 1-3 pieces from among the submissions and moderate a discussion of the selected pieces’ strengths and weaknesses at the next class meeting.

Written assignments will receive a two-tiered evaluation: the professor and/or other class members will read and “red pen” written



assignments as they are completed; the professor will read them and offer a “global” evaluation based on improvement at the end of the semester, with an eye toward measuring development of basic journalistic craft. Deadlines are deadlines: late assignments will not be accepted under any circumstances.

Midterm and Final Exams

The mid-term and final exams will be in-class and of the “forced essay” format, with the students presented with five prompts, from which they shall choose two: the prompts will include two choices on questions of journalistic ethics, and three choices drawn from current news items apt to elicit evidence of informed critical/analytical acumen. Students will choose one ethical and one analytical prompt.

Oral Class Presentation on Readings

Students will present in class a synthesis of the class reading articles or videos in each session.

LEARNING OUTCOMES:

By the end of the course students will be able to:

- Identify the characteristic traits of journalism (as opposed to public intellectualism and “click bait”)
- Distinguish “straight reporting” from feature writing and opinion/editorial writing
- Exercise powers of observation
- Take journalistic notes
- Self-edit and edit the work of others for synthesis
- Construct a news story under real deadline pressure

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is required for all IES Vienna classes, including course-related excursions. If a student misses more than three classes in any course without justification, 3 percentage points will be deducted from the final grade for every additional absence. Seven unjustified absences in any course will result in a failing grade. Absences will only be justified, and assessed work, including exams, tests and presentations rescheduled, in cases of documented medical or family emergencies.

CONTENT:

Week & Session	Content	Assignments & Reading
<u>Week 1</u> Session 1	Course overview Moderated class discussion: what is journalism?	• Introduction In <i>The elements of Journalism</i>
Session 2	What is ethics? Why ethics? How does this apply to journalism? Codes of ethics Case studies	• Ch. 1 In <i>The elements of Journalism</i> • Journalist codes of ethics
<u>Week 2</u> Session 1	Moderated class discussion: Principles of journalism. News worthiness.	• Ch. 2 In <i>The elements of Journalism</i>
Session 2	Case studies: Principles of journalism. News worthiness.	 500-word report on event observed about town (this is in lieu of the “daily filing”)

Week 3 Session 1	Types of articles. Reporting vs. opinionating. Fake news & trust in the media.	Ch. 4 In <i>The elements of Journalism</i>
Session 2	Practical Journalism: on the record, off the record, on background – cultivating sources – corroborating statements. Finding the Story: covering news at the crossroads of politics, culture & society Case studies.	Chs. 2 & 4 in <i>Journalism Next</i> , pp.37- 46, 89-114
Week 4 Session 1	Course-related Trip 1: APA news agency or Austrian daily	News agencies/ The Austrian media landscape
Session 2	Reflect on the visit. Write a short report.	
Week 5 Session 1	Objectivity and bias. Know thyself: awareness of bias, prejudice, & uncritical presupposition. Diversity of perspectives and sources.	Chs. 1 & 7 in <i>How to Write</i>, pp. 1-11, 71-78; ???
Session 2	Conducting interviews. Quoting sources. Case studies.	Eric Nalder. Loosening lips. The Art of the Interview. 2009
Week 6 Session 1	Mid-term Review	

Session 2	Mid-term Exam	
Week 7 Session 1	Course-related Trip 2: Interview Format in the streets.	
Session 2	Group reading and group critique.	
Week 8 Session 1	Know what's doing: the importance of keeping up with the news around the globe.	Media landscapes in Eastern Europe.
Session 2	The importance of general historical/cultural/political knowledge in running a newsroom/news desk Press freedom	Read and summarize top 5 news stories from three different news sources.

Week 9 Session 1	Writing for your audience Moderated discussion on reportage vs. analysis vs. opinion in print/text-based digital media	Ch. 3 of <i>How to Write</i>, pp.23-34 Identify and criticize one news story and one news analysis piece in major print or text-based digital media covering the same story
Session 2	Writing for your medium: print/digital media vs. audio (radiophonic) vs. audiovisual media Conflicts of interest.	Ch. 4 In <i>The elements of Journalism</i> Identify a breaking story in news media and give assignment breakdowns to an imaginary team of seven reporters
Week 10 Session 1	Course-related Trip 3: Format in the streets. Video & Radio journalism	Chs. 4-6 in <i>How to Write</i>, pp.35-70 Pick 90- to 180-second audiovisual news report and write 300 words of copy on same news story for print and audio
Session 2	Reflection and feedback. Dilemma of privacy vs. reporting.	Report – in print, audio or audiovisual medium – on “press conference”
Week 11 Session 1	Course-related Trip 4: citizen media: visit to Radio Orange or Okto TV	
Session 2	Critical reflection, Pt. 1: “Old” vs. “New Media” and “citizen journalism”. Critical reflection, Pt. 2: Tensions in the business – getting the story “out” vs. getting the story “right” – communications vs. journalism – journalism as professional service in the public interest. Working with AI.	Ch. 7 In <i>The elements of Journalism</i>
Week 12 Session 1	Final Review Part 1	Ch. 8 In <i>The elements of Journalism</i>
Session 2	Final Review Part 2	
	Final Exam	

COURSE-RELATED TRIPS:

- APA news agency or Austrian Daily
- Radio Orange
- Walk and talk, visit the streets to get information.



REQUIRED READINGS:

- Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing. Fourth Edition. Sage Publications, 2020
- Bill Kovach and Tom Rosenstiel. The elements of Journalism. What Newspeople Should Know and the Public Should Expect. 4th edition. Crown, 2021.
- Sova, Dawn. How to Write Articles for Newspapers and Magazines. Thomson-ARCO, 2002.

Reading assignments shall be drawn from pertinent passages in the works in the required reading list above. These readings will be discussed in class. In addition, students will be responsible for developing a general understanding of world affairs, by reading carefully and thoroughly in the major news outlets. This constant attention to world affairs will add an element of “reading intensiveness” that, while difficult to quantify, shall be easily measured in class discussions.

RECOMMENDED READINGS, FILMS AND NEWS DOCUMENTARIES:

- Anderson, Bonnie M. News Flash: Journalism, Infotainment and the Bottom-Line Business of Broadcast News. Jossey-Bass, 2004.
- Halberstam, David. The Powers that Be. University of Illinois, 2000.
- Shirer, William. Berlin Diary. Johns Hopkins University Press, 2002.
- Winburn, Janice. Shop Talk and War Stories: American Journalists Examine Their Profession. Boston: Bedford/St. Martin's, 2003.
- Orson Welles. Citizen Cane (Movie 1941).
- <https://wikileaks.org>