

MASS COMMUNICATIONS
Mass Media and Society Summer 2020

Instructor: Dr. Peter Przytula
Office hours: to be announced in class

Phone WhatsApp: 612 271 50 81
e-mail: tprzytula@stcloudstate.edu
No emails please between Friday 3PM and following Monday 8AM

FEEL FREE TO EMAIL THE INSTRUCTOR WITH WHATEVER QUESTIONS YOU MAY HAVE ABOUT THIS COURSE

Students are expected to be familiar with all course requirements outlined in this syllabus.

Economic, political and social determinants of the character and content of mass communication in America. The impact, structure and functioning of mass media as social institutions. Professional freedom and responsibility. Criticism and reform of the media. Current problems and prospects for the future.

This course explores mass media in the United States from social, cultural, political and economic perspectives. The study for the term involves examining the media as social institutions; new media technological developments; content and interpretation of mass media messages (including above all representation of minorities); media criticism; media effects.

Goals/Outcomes

Ability to describe economic structure and political economy of mass media in a consumer society and analyze the roles of media professionals in shaping public culture and democracy

Ability to reflect upon diversity in relation to communication, culture, and democracy in American society and mass media

Ability to define and synthesize key concepts and theories in mass communication and think about them critically

Ability to deliver a concise, coherent, and interesting oral presentation and communicate information effectively

What makes a good assignment?

Indicator	Unacceptable	Poor	Average	Good	Excellent
-----------	--------------	------	---------	------	-----------

<i>Ability to describe economic structure and political economy of mass media in a consumer society and analyze the roles of media professionals in shaping public culture and democracy</i>	Student is largely ignorant of specific issues related to the economy of mass media and the role they play in the democratic process.	Student is aware of some issues related to the economy of mass media and the role they play in the democratic process; however, understanding of specific issues is largely superficial and incomplete.	Student possesses some knowledge of specific issues related to the economy of mass media and the role they play in the democratic process.	Student is highly knowledgeable about specific issues related to the economy of mass media and the role they play in the democratic process	Student makes extra effort to understand specific issues related to the economy of mass media and the role they play in the democratic process and is very knowledgeable about all the implications of the above issues.
<i>Ability to reflect upon diversity in relation to communication, culture, and democracy in American society and mass media</i>	Student does not understand that stereotyping and other biases may be present in today's mass media and may affect American society and the entire mass media industry. Student internalizes implicit, biased media messages about other cultural groups.	At a general level, student somewhat understands that stereotyping and other biases may be present in today's mass media and may affect American society and the entire mass media industry; however, he/she is not sensitive to the impact of prejudice or to biased media messages about other cultural groups.	Student somewhat understands the effects and dangers of stereotyping and other biases in mass media; he/she is aware of and sensitive to issues of racism and prejudice, and sometimes recognizes biased media messages about other cultural groups.	Student mostly understands the effects and dangers of stereotyping and other biases, is sensitive to issues of racism, sexism, ageism, discrimination, and prejudice and is fairly cognizant of biased media messages about other cultural groups.	Student fully understands the effects and dangers of stereotyping and other biases, is very sensitive to issues of racism, sexism, ageism, discrimination, and prejudice and is highly cognizant of biased media messages about other cultural groups and how that affects our democratic process.
<i>Ability to define and synthesize key concepts and theories in mass communication and think about them critically</i>	Student fails to define key theories and concepts in mass communications and is unable to provide any critical assessment of them	With a few exceptions, student fails to define key theories and concepts in mass communications and is unable to provide any critical assessment of them; student only occasionally offers fragmented knowledge of these concepts.	With guidance, student is cognizant of some key theories and concepts in mass communications but is unable to provide any critical assessment of them	Student has a basic appreciation of and is able to define key theories and concepts in mass communications and provide some critical assessment of them	Student has a deep knowledge and appreciation of key theories and concepts in mass communications and is fully able to provide critical assessment of them drawing from other classes as well.
<i>Ability to deliver A concise, coherent, and</i>	Student does not exhibit any ability to present	Student presents the material but is unable to develop	Student presents the material and offers a critical	Student presents the material, offers an in-depth critique	Student presents the material, offers solid critique of the

<i>interesting oral presentation and communicate information effectively</i>	material, does not show familiarity with the assigned material.	a critique of its content.	assessment of its content but is unable to develop and argument reflecting his/her own position	of its content, develops good questions generated by the material	content, builds his/her own arguments, asks good questions and draws from some additional information from other sources.
--	---	----------------------------	---	---	---

Texts:

Readings on the site for the class. Contact Ms. Lidia Wojcicka for the details..

Course Requirements:

1. Class members should prepare assigned readings in the form of individual 5 critique write-ups. Each write up will be minimum 600 words long and maximum 700 words.

Below is the schedule of the dates and the corresponding articles that you will write mini critiques on.

However, you are expected to read Christopher Hedges articles right away and start thinking about your October critique because the five writeups are but five parts of the final critique of the Hedges material.

As you do the individual write-ups, I want you to think about how each of the 5 sets of articles relates to the Hedges articles because the 5 critiques are NOT critiques of those listed articles but critiques of the Hedges articles INFORMED BY THE LISTED ARTICLES TO WHICH YOU WILL MAKE REFERENCES.

As the main thing of the critique you will be expected to respond to Hedges and I want you to do that in an informed way, So, each time you will read a set of articles and I want you to use them to respond to Hedges.

The collected 5 writeups will be parts of your future final critique.

You have to meet all 5 deadlines and email me the writeups before midnight of each deadline. If you miss the deadline or the writeup is under 600 words, you will lose ½ a future grade for the entire course. So, if you miss one of them, your final grade for instance instead of being B+ will be just B.

This is the suggested way of going about these five assignments:

- A. Read the two articles by Hedges.
- B. Read the guidelines for a critique. These are intended for the final critique but all guidelines spelled out there (other than length) apply to your five mini critiques informed by the sets of assigned articles.
- C. For each of the selected sets of articles try to see how they inform your response to Hedges.
- D. Submit your writeups without missing deadlines.
- E. The course will require a nice sustained intense effort, so be sure to keep this in mind.
- F. Sets of articles for each writeup are shown in red.

G. EMAIL IT TO ME IN WORD, NO PDF OR GOOGLE SHARING ETC. JUST A SIMPLE WORD ATTACHMENT

JUNE 25: 144; 152; 153

JUNE 29: 3, 50B, 134, 1

JULY 3: 150, 90, 82, 19, 21,

JULY 8: 124, 104, 39, 131, 54

JULY 10: 59, 155, 77, 69

2. A critique of the articles by Mr. Hedges. You will get plenty of time to look at your five writeups and add some thoughts or take out some of them or you can try to start writing a fully new critique.

Rest assured though that if you just do a good job of putting five writeups into one, well flowing and logical critique, it will be accepted.

For your final critique, feel free to add some references from the articles included in this reading list and that come on top of the five assigned sets of readings.

**OPTIONAL TEXT FOR THE COURSE TO BE USED AS NEEDED AND AS A
SUPPLEMENTAL SOURCE ONLY:**

David Croteau and William Hoyes, Media/Society, Sage, 6th edition, 2019

READING GUIDE

**ONLY A SMALL SELECTION OF THE READINGS LISTED BELOW WILL BE ASSIGNED FOR
THIS CLASS .**

Weeks 1-4

American media yesterday and today

143 Fitts, Sobel Alexis, An Editor's new best friend, Will the latest generation of tools that monitor social media change the way journalism gets made?, CJR, June-July 2015, pp 20-23.

144 Sillesen, Bech Lene, How Screens Make Us Feel, CJR, July-August, 2015, pp.16-19.

152 J. Weisberg, TV News vs. The Internet: Who Will Win?, NYRB, Oct. 2015, pp.17-21

153 M. Massing, Digital Journalism: How Good is it?, NYRB, June 2015 (two parts)

154 M. Massing, Reimagining Journalism: The Story of One Percent plus How to Cover the One Percent, December 2015 and January 2016 (two parts)

84 Decline: US Media, Moral Authority, "Sole Superpower", pp.96-122; American Media Decline to Continue?, pp. 449-455, in The Media Were America, Jeremy Tunstall, Oxford University Press, New York, 2008

87 Fenton, Tom, The News Gap, in Bad News, Regan Books, New York, 2005

91 Smolkin, Rachel, "Cities Without Newspapers", American Journalism Review, June/July 2009, pp.16-25 and pp. 44-45 ("Stop the Presses")

92 Stepp, Sessions Carl, "The Quality Control Quandary", American Journalism Review, June/July 2009, pp.42-47

137 Adler, Ben, Streams of Consciousness: Millennials expect a steady diet of quick-hit, social-media bits and bytes. What does that mean for journalism?", CJR, May, 2013

Related readings/classics

9 Lee, A. Martin and Norman Solomon, Unreliable Sources, Carol Publishing Group, New York, 1990, pp. 59-101.

10 Gitlin, Todd, Inside Prime Time, New York: Pantheon Books, 1985, Epilogue, pp. 325-336.

Media monopolization

133 Yu, Betty, Cable Monopoly's Gain is Community Media's Loss, Extra, April 2014

134 Bhatt, Keane, Jeff Bezos and the Imperial Paper, Extra , March 2014

138 Chavkin, Sasha, Deja news: The FCC ignores local TV news' quiet consolidation strategy, CJR, September 2013

141 Spivak, Cary, Are These Guyes Crazy?, CJR, December-January, 2012-13

159 C. Pein, Teuton vs. Titans, CJR, Jan/Feb 2015,

- 121 Morrison, Patrick, "Media Monopoly Revisited", Extra October 2011, pp.13/15
- 167 Anderson, G,R., Clear Channel Rules the World, C. Pages, February 2005
- 3 plus 50 B Bagdikian, Ben, Preface to the 6th edition, 8-43 and "The Endless Chain," pp. 3-27, The Media Monopoly, Beacon Press, 2000.
- 12 Ellis, Tucker, "Media Ownership: 2020 hindsight", CJR, July/August, 2002
- 100 Smith, Laura, "Consolidation and News Content", Journalism Communication Monographs, winter 2009, pp. 388-404 and 428-431
- 81 Schudson, Michael, "Owning Up", CJR, January/February 2007, pp.56-58.
- 83 Morton, John, "Money Talks" and Rem Rieder, "The Conventional Wisdom", AJR, February/March 2007
- 85 Baker, C. Edwin, No Toasters: The special Nature of Media Products, pp. 7-14, Public Goods and Monopolistic Competition, pp. 20-40, in Media, Markets, and Democracy, Cambridge University Press, New York, 2002
- 86 Baker, C.Edwin, The FCC Diversity Index and Three Main Reasons for Opposing Ownership Concentration, pp.6-37, 76-87, in Media Concentration and Democracy, Cambridge University Press, New York, 2007
- 1 Entman, Robert, "Newspaper Competitions and Free Press Ideals: Does Monopoly Matter," 1989, pp.91-101.
- 6 "Not So Fast," Todd Gitlin, Media Studies Journal, Summer 1996, pp. 1-7
- 7 "A Golden Age of Competition," Steven Rattner, Media Studies Journal, Summer 1996, pp. 7-15
- 8 "What Does It All Mean," Leo Bogart, Media Studies Journal, Summer 1996, pp. 15-28

Related readings/classics

- 11 "The Real Dangers of Conglomerate Control", CJR, 1997, pp.47-51
- 4 "The Economics of the Media Industry" in Media/Society Industries, Images, and Audiences, Croteau, David and William Hoynes, Pine Forge Press, Thousand Oaks, 1997. pp. 33-95.
- 2 Ray, w. Garrett, "Concentration of Mass Media Ownership" in Contemporary Media Issues, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 189-203.

- 5 Risser, James, "Endangered Species", American Journalism Review, June 1998, pp.19-35

Media theories

104

- 14 Knowledge-Gap Hypothesis, in Communication Theories. Origins, Methods, and Uses in the Mass Media, by Werner Severin and James Tankard ,5th edition, Longman, New York, 2005, pp.245-259.

Profitability and role of advertising in the media industry

- 142 Reider, Rem, Marking the Boundary, CJR, December-January 2012-13
- 150 M. Meyer, The Wolf at the door, CJR, Nov/Dec 2014, pp.24-29.
- 90 Pompilio, Natalie, "A Porous Wall", American Journalism Review, June/July 2009, pp.32-37
- 82 Shaw, Donna, "A Fading Taboo", American Journalism Review, June/July, 2007
- 15 Baker, Edwin, Advertising and Democratic Press, Princeton University Press, New Jersey, 1994, pp. (7) 14-71.
- 16 Baker, Edwin, The Squeeze, Columbia Journalism Review, Sept/Oct 1997.
- 17 Croteau, David and William Hoynes, Profits and the Public Interest: Theoretical and Historical Context, The Rise and (Deregulation of the Media Industry, in The Business of Media, Pine Forge press, Thousand Oaks, CA, 2001, pp.13-70.

Related readings/classics

- 18 McManus, John, The Rise of the Market Driven Journalism, The Nature of News Reconsidered, So What? Market Journalism's Effect on Society, in Market -Driven Journalism, Thousand Oaks, Sage, 1994.

Media effects

169 Oliver, Mary and Maja Krakowiak, "Individual Differences in Media Effects" and Cambell, Scott and Rich Ling, "Effets of Mobile Communication" in Bryant, Jennings and Dolf Zillman, *Media Effects: Advances in Theory and Research*, Routledge, 2012.

19 Dennis, Everett, "Paradigms Lost and Found," Knoxville: University of Tennessee, 1981.

20 Copeland, David, "Media Effects: Powerful or Minimal?", in Contemporary Media Issues, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 3-20.

21 Schiller, Herbert, Culture Inc., Oxford University Press, New York, 1989, pp. 135-156

Related readings/classics

22 Gitlin, Todd, "Media Sociology: The Dominant Paradigm," in Mass Communication Review Yearbook, vol. 2, 1981.

Women and minorities in the media today and yesterday

165 You, Li and Esther Thorson, Increasing News Control and Diversity Improves Revenue, *Newspaper Research Journal*, Vol. 36, 2015

145 Cimarusti, Nick, What's the Right Way to Ask Whether Someone is Gay?, *CJR*, May-June, 2015, pp 36-39.

124 Editorial, "The Sixth W: Who, what, when, where, why – and women", *Columbia Journalism Review*, July/August 2012, pp.38-43

125 Jakson, Janine, "New Media but Familiar Lack of Diversity", *Extra* June 2012, pp.12-13

30 Selection of readings on minority presence in the media taken from FAIR reports/publications: Ina Howard, "Power sources", May/June 2002, *Extra!*; "What's on the news?", June 2002; Rendall, Steve and Will Creeley, "White Noise", September/October, 2002.

31 Callahan, Christopher, "Lagging Behind", *AJR*, August/September, 2004, pp.29-37.

101 Means Coleman, Robin, "Black Sitcom Portrayals", in Dines, Gail and Jean H. Humez, eds, Gender, Race, and Class in Media, second edition, Sage Publishing, 2003, pp. 79-88

103 Regan Shade, Leslie, "Bending Gender Into the Net, in Philip N. Howard and Steve Jones eds, Society Online: the internet in context, Sage, Thousand Oaks, 2004, pp. 57-70

104 Friedman, Barbara, "Unlikely Warriors: How Four US News Sources Explained Female Suicide Bombers", Journalism and Mass Communication Quarterly, Winter 2008, pp. 841-853.

102 Karan, Lindsay, "In Their Prime: women in Nighttime" in Dines, Gail and Jean H. Humez, eds, Gender, Race, and Class in Media, second edition, Sage Publishing, 2003, pp. 625-632

32 Robertson, Lori, "What Works?", American Journalism Review, August/September, 2004, pp.38-43

26 Schmidt, Karen and Colleen Collins, "Showdown at Gender Gap," American Journalism Review, July 1993, pp.39-42.

27 Shipler, David, "Blacks in the Newsroom. Progress? Yes, but...", Columbia Journalism Review, May/June 1998, pp.25-35.

28 "Social Inequality and Media Representation" in Media/Society Industries, Images, and Audiences, Croteau, David and William Hoynes, Pine Forge Press, Thousand Oaks, 1997. pp. 133-161.

29 Pieracci, Tina, Women and the Media, in Wells, Alan and E.A. Hakanen, Mass Media and Society, London: Ablex, 1997, pp.541- 555.

117 Ricchiardi, Sherry, "Do Women Lead Differently?", American Journalism Review, Winter 2011, pp. 30-35

119 Wakeman, Jessica, "Huffington Post Mutes Women's Voices", Extra November/December 2008, pp. 29-30

127 Ojito, Mirta, Who Is Running Miami Herald, CJR, May-June 2014

132 Fadel, Leila, Rosie the Scribbler: why women are leading coverage in the war-torn Middle East, CJR, July-August 2014

140 Albert, Sarah, Longform Journalism, By Women, For Women, CJR, April-May 2013

23 Tuchman, Gaye, "Introduction: The Symbolic Annihilation of Women by Mass Media," pp. 3-38, in Gaye Tuchman, Arlene Kaplan Daniels and James Benet, eds., Hearth and Home, Images of Women in the Mass Media. New York Oxford University Press, 1985, pp.3-38.

24 Miller, Susan, "Opportunity Squandered--Newspapers and Women's News," Media Studies, 1993, pp.167-182.

25 Meyrowitz, Joshua, "When House is Not Home," "Sexist Content," pp. 222-225 and 212-217, No Sense of Place, Oxford University Press, 1985.

Weeks 8-10

Pop culture and the media

33 Dodson, Don, "Differentiating Popular Culture and Mass Culture," pp. 51-60, in Dennis A. Ismach, D. Gilmore, eds., Enduring Issues in Mass Communication, St. Paul, West Publishing,2008

Media and politics

115 Spivak, Cary, "The Fact Checking Explosion", American Journalism Review, Winter 2010, pp.38-43

116 Starobin, Paul, "All the President's Pundits, Columbia Journalism Review, September/October 2011, pp. 45-48

128 Copps, Michael, From the Desk of a Former FCC Commissioner, CJR, March-April, 2014

136 Murphy, Carla, Beyond "Boring Hand-Wringing" on News Diversity, CJR, June, 2014

156 J. Abramson, The Public Interest: defying the White House from Pentagon Papers to Snowden, CJR, Jan/Feb 2015, pp. 20-29.

157 S. Milligan, The Presidency and the Press, CJR, March-April 2015, pp.22-27.

158 P. Bennett and M. Naim, 21st Century Censorship, CJR, Jan/Feb 2015, pp.22-28.

126 Editorial, "Show Us the Money, Broadcasters and the FCC need to Get Political Ad Data Online", p.4, Columbia Journalism Review, March/April 2012, p.4

- 118 Enda, Jodi, "Campaign Coverage in the Time of Twitter", *American Journalism Review*, Fall 2011, pp. 15-21
- 89 Perazzo, John, "In the Tank: A Statistical Analysis of Media Bias", *FrontPageMagazine.com*, October, 2008. (media coverage of the 2009 election.)
- 168 Mc Chesney, Robert and John Nichols, *The Bull Market: Political Advertising*, *Monthly Review*, April, 2012
- 166 Kirch, John, *Why News Reports Ignore Third-Party Candidates*, *Newspaper Research Journal*, Vol. 35, 2015
- 75 Nader, Ralph, "The Media: an ongoing non-debate", *Crashing the Party*, St Martin's Press, New York, 2002, pp.155-185.
- 164/163 Two collections of articles about 2012/2016 party conventions.
- 162 Tevi, Troy, *The Evolution of Party Conventions*, *National Affairs*, Issue 28, Summer 2016

Related readings/classics

- 34 Fant, Charles, "Televising Presidential Conventions 1952-1980," *Journal of Communications*, Fall 1980, pp. 130-139.
- 35 Arwood, John, "Televised Political Conventions as Pseudo-Events: Proposals for More Substantive Campaign Coverage 1992," 1991, University of Missouri-Columbia.
- 36 "Political Commercials in American Presidential Elections" by L. Patrick Devlin in *Political Advertising in Western Democracies*, Lynda Lee Karid and Christina Holtz-Bacha, Sage, Thousand Oaks, 1995, pp.186-204.
37. Kathleen Hall Jamieson "Does Political Advertising Affect Turnout? Negative Ads." In *Everything You Think You Know About Politics .. and Why You're Wrong*, Basic Books, 2000, pp.93-123.

Objectivity and fairness in media

- 129 Fitts, Alexis, *And From the Left...Fox News*, *CJR*, March-April 2014

130 Fitts, Alexis and Nicola Pring, Are We Journalists First?, CJR, March-April 2014

135 Hart, Peter, Who Gets to Speak on Cable News, Extra, July-August 2014

123 Rendall, Steve, "With Fox Liberals, Who Needs Conservatives?", Extra March 2012, pp. 11-15

101 Shogan, Robert, Unfinished Business, in No Sense of Decency, Chicago, 2009, Ivan R. Dee, pp. 263-283.

41 Evensen, Bruce, "The Debate Over Objectivity" in Contemporary Media Issues, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 416 (starting with "the Failures of Objectivity")- pp.416-426.

42 Alterman, Eric, "What Liberal Media?", The Nation, February 2003, pp. 11-20

44 Lee Hamilton, "What Makes a Journalist Fair?", Media Studies Journal, Spring/Summer, 1998, pp. 86-89.

45 Daniel Hallin, "A Fall From Grace?", Media Studies Journal, Spring/Summer, 1998, pp. 42-47.

46 Michael Schudson, "In All Fairness", Media Studies Journal, Spring/Summer, 1998, pp. 34-41.

47 Glasser, Theodore, The Idea of Public Journalism, Guilford, New York, 1999, pp. 3-16 and 21-45.

48 Cunningham, Brent, "Re-thinking Objectivity", Columbia Journalism Review, July/August 2003, pp.24-32.

49 Tumoe, Tatafway, "What is Public Journalism?", Africa News Service, 2002, (online)

50 Lichtenberg, Judith, "Beyond Public Journalism Controversy", in Civil Societies, Democracy, and Civic Renewal, ed. Robert Fullinwider, Lanham, Md: Rowman & Littlefield, 1999.

51 Dziur, Albert, "Public Journalism and Deliberative Democracy", Polity, spring 2002, vol 34, 2002.

52 Meyer, Philip, "Public Journalism and the Problem of Objectivity", 1999, (online reprint)

129 Fitts, Alexis, And From the Left...Fox News, CJR, March-April 2014

130 Fitts, Alexis and Nicola Pring, Are We Journalists First?, CJR, March-April 2014

135 Hart, Peter, Who Gets to Speak on Cable News, Extra, July-August 2014

Related readings/classics

43 Parenti, Inventing Reality: the Politics of Mass Media, St. Martin's Press, New York, 1986, chapters 2 and 3, Freedom of the Press Belongs to the Man Who Owes One, Who Controls the News: the myths of independence and objectivity, pp. 27-62.

38 Tuchman, Gaye, "Professionalism as an Agent of Legitimation," Journal of Communications, Spring 1978, pp. 106-113.

39 Glasser, T. "Objectivity Precludes Responsibility," The Quill, Feb. 1984, pp.13-16.

40 Bayley, "When It Started" in Joe McCarthy and the Press, Pantheon Books, 1981, pp. 3-39, and 214-220.

Media's coverage of military conflicts

131 Mossa, Chris, The Ghosts of Iraq, CJR, July-August 2014

139 Spinner, Jackie, End of an Era: Ten years after the war in Iraq began, CJR, April-May 2013

151 V. Gezari, Heroes and Traitors, CJR, Sept/Oct 2014, pp.33-36.

160 Elwee, Patrick, A Million Iraqis Dead?, FAIR, Extra, Jan/Feb 2008,

120 Hart, Peter, "Treating Civilian Deaths as a "Sore Point"", Extra, June 2009, p.6

122 Corcoran, Michael, "The Weekly Standard's War", Extra September 2009, pp.10-11

53 Katz, "The End of Journalism," Journal of Communication, Spring 1992.

54 Clark, "The Role of the American Media in the Gulf Crisis," The Fire This Time, Thunder Mouth's Press, New York, 1992, pp. 126-149.

55 Olson, Jeanine, "The Seven Propaganda Devices," Propaganda Review #10, 1993, pp. 18-21 and 57-59.

56 Hammond, Philip and Edward s. Herman eds., The Media and the Kosovo Crisis, Pluto Press, London, 2000, pp. Pp.97-121.

57 Paterno, Susan, "Ignoring the Warning", AJR, November 2001. pp.25-29.

58 Evans, Harold, "Warning Given", CJR, November/December, 2001, pp.12-14.

59 Schechter, Danny, Prologue to a post log (pp.9-26) and After the War (pp.243-250) and The War Against Iraq on German TV (pp.267-277), in Embedded: Weapons of Mass Deception, Prometheus Books, Amherst, 2003.

60 Massing, Michael, "Now They Tell Us", New York review of Books, February 26, 2004.

61 Burns, John, "Moral Compass in Iraq", in Embedded. The Media at War in Iraq, an oral history, Katovsky, Bill and Timothy Carlson eds, The Lyons Press, Connecticut, 2003, pp. 155-163.

76 Layton, Charles, "Miller Bruhaha", AJR, August/September 2003; "The Times and Iraq", May 26, 2004; Orkent, Daniel, "Weapons of Mass Destruction? Or Mass Distraction?", NYT, May 30, 2004; Mooney, Chris, "The Editorial Pages and the Case for War", CJR, March/April, 2004.

79 Schulman, "Mind Games", CJR, May-June 2006

80 Hickey, Neil, "Big Brother News?", CJR, March/April 2004

Weeks 11-15

Media and business

93 Starkman, Dean, "Boiler Room: the business press is missing the crooked heart of the credit crisis", Columbia Journalism Review, September/October 2008, pp.49-53

94 Starkman, Dean, "Power Problem", Columbia Journalism Review, May/June 2009, pp.24-30

62 H. Simons and J. Califano, The Media and Business, New York Vintage Books 1999, Introduction: the businessman and the journalist, pp. 1-11, the seminar, pp. 202-227.

Selected problems in the beginnings of the new media and how they affected their future till today

89 Sparks, Glenn, The Impact of New Media Technologies, in Mass Media Effects Research, Thomson/Wardsworth, 2006, pp.211-224.

95 Cooper, Ann, "The Bigger Tent", *Columbia Journalism Review*, September/October 2008, pp. 45-47

96 Nordenston, Bruce, "Overload"; Meyer, Michael, "Surface Routines"; Subramanian, Sushima, "Picture This"; Brainard, Curtis, "Trimming the Edges", *Columbia Journalism Review*, November/December 2008, pp. 30-42

97 Tremayne, Mark, Amy Schmitz Weiss and Rosenthal Calman Alves, "From Product to Service: the diffusion of dynamic content in online newspapers", *Journalism Quarterly*, winter 2009, vol. 84-4, pp. 825-839

98 Quinn, Stephen, Stephen Lamb, *Online Newsgathering*, Focal Press, New York, 2008, "Citizen Journalism and Audience-generated Content", pp.43-57

99 Palfrey, John and Urs Gasser, *Born Digital: Understanding the first generation of digital natives*, Basic Books, New York, 2008, "Quality", pp. 155-183

Media Practices and biases

161 N. Lewis, *The Times and the Jews*, *CJR*, Jan/Feb, 2012.

155 A. Sabel Fitts, *An Editor's Best Friend: will the latest generation of tools that monitor social media change the way journalism gets done?*, *CJR*, July/August 2015, pp. 20-23.

77 Mark Francis Cohen, "The Quote Machines", *American Journalism Review*, April-May, 2005, pp.54-59.

78 Elizabeth Jensen, "Sinclair's Shadow", *Columbia Journalism Review*, May-June, 2005, pp.49-50

Related readings/classics

69 L. Soley, Marc Cooper, "All the Right Sources," *Mother Jones*, Feb/March 1990, pp.21-47.

63 M. Massing, "The Rise and Decline of Accuracy in Media," *The Nation*, Vol. 243, Sept. 13, 1986, pp. 200-215.

64 M. Ledeen, *Brave New World*, New York, Oxford University Press, 1985, chapter 4, Barristers, Judges, Broadcasters and Journalists, pp. 103-149.

70 O'Reilly, Jane, "The Pale Males of Pundicity," *Media Studies*, 1993, pp. 124-133.

66 Andie Tucher "The Hutchins Commission, Half a Century On Part I", *Media Studies Journal*, Spring/Summer 1998. pp. 48-55.

67 Mark Trahnat, "The Hutchins Commission, Half a Century On. Part II", Media Studies Journal, Spring/Summer 1998. pp. 56-61.

68 Lee Bollinger, "The Hutchins Commission, Half a Century On. Part III", Media Studies Journal, Spring/Summer 1998. pp. 62-65.

Guidelines for a Critique

The article for the critique is attached herewith

1. DON'TS

- a. don't summarize the article
- b. don't quote too much
(all quotations taken together must not exceed 8 lines)
- c. don't try to address all the ideas in the article, rather choose 3 or 4
- d. **don't write fewer than 3000 words with a one inch wide margin on each side**
- e. don't repeat the ideas expressed in the article in a very lengthy manner
- f. count title page as number 1, it is number 0, while the first page of references is number 7 or 8 depending on the length of your critique
- g. use any typeface than New Roman Times, size 12
- h. include any full names and/or titles of articles
- i. include the references at the very end
- j. write more than 4000 words
- k. do not use words/phrases "personally" and "at the end of the day"

2. DO'S

- a. pick out 3-4 ideas from the articles, present them in detail and elaborate on them
- b. BE SURE TO USE SUCH PHRASES AS "I THINK" "IN MY OPINION", "I DISAGREE WITH HEDGES WHEN..." "I FULLY AGREE WITH HEDGES WHEN HE..."
- b. use at least 5 DIFFERENT sources from the readings for the course plus any additional ones
- c. include references on the last page; your name and the title of your critique are on page 0.
- d. express your own opinion on the ideas in the article and its general angle/bias
- e. examine the article through the prism of the content of the set of assigned articles
- f. make frequent references to the Hedges articles you are to critique
- g. justify the text by selecting justification icon
 - i. write down the number of words of the entire critique at the bottom of the last page (exclude page zero and page with references in this final count)

Attention:

- **Late critiques will not be accepted.**
- **Submission of a poorly written critique or shorter than the stated minimum (3000 words, one inch margins, 1.5 spacing and New RomanTimes 12 font) is automatically going to result in 0 points.**

In order to avoid any problems with the length of your critique, you are expected to number the pages and at the end provide the exact number of the words that you have produced. PLEASE, BE SURE TO DO THAT.

Also, remember that a line with your name and/or title of the course or your critique does not count as a line of the actual text. You are expected to provide a minimum of 3000 words of the actual text.

**Yes, it is quality that counts above all BUT the quantity counts, too.
AT THE END OF YOUR CRITIQUES, YOU WILL PROVIDE THE LINE COUNT.**

The explanation of the term “poorly written”:

- **The word "MEDIA" is a plural, so we write/say "Media are," and "A medium is," while medias or mediums simply don't exist!!* Also, check on split infinitives. If you don't understand what they are, go to the Write Place, Riverview.**

Keep in mind the following sentence to understand the proper use of the word “**media**”:
“American media **are** entertaining but critics look at **them** and say that most of the time **they** lack serious content. However, the media **are** not too critical of **themselves** as ratings (rather than seriousness of content) are **their** main concern.”

Please remember the difference between **its** and **it's** and **avoid split infinitives as well as double negatives.**

*The plural form “mediums” can only be used to describe people who supposedly communicate with spirits. Also, Domino Pizza can offer you 2 mediums for \$12 in some of their promotional campaigns. Other than that, using the word mediums is not acceptable and constitutes a major writing mistake.