

# JOUR 89a: Contemporary Media: Internship and Analysis

Summer, 2009

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The goal of this course is to get you to think critically about the organization you will be interning in this summer – and the industry within which that organization exists. The course will challenge you to use your internship to enhance your professional development and – more specifically – to prepare you for a career in journalism or some other media-related field.

The course is designed to be completed in conjunction with your internship. For credit, you must complete at least 100 hours of service at your job site throughout the summer. At the end of the course, I will contact each of your supervisors to solicit an evaluation of your progress throughout the internship. This evaluation will be one of the factors I consider when calculating your final grade.

You will be asked to maintain a weekly diary in which you draw upon your work experience to answer a series of questions that have been posted for you on LATTE. You will be expected to post your diary on the course's website, so that your observations can be used to provoke discussion during our weekly online chat sessions. All students should read their classmates' diary entries *before* we meet for our online chat sessions. I ask that you post your entries no later than one hour before we are scheduled to meet for our online chats.

Students will be required to consult with the instructor on a personalized reading list that should be submitted by the second week of class. This list should consist of at least one book and several articles. At least one of the readings should address broad trends and issues in the industry where you are interning (journalism, marketing, public relations, advertising, etc.), and at least one of the readings should address issues that are specific to the type of organization you are working for, or the type of work you are doing (local news, sports, alternative publications, free dailies, website production, non-profit PR, commercial advertising, etc.).

Students will be expected to draw upon the issues raised in the readings to write a 12-15 page analysis of their internship at the end of the course. Two weeks before the end of the course, you will need to interview your supervisors about some of the issues raised in your readings and incorporate excerpts from the interviews into your analysis.

## **Grading:**

50% of your final grade will come from the 12-15 page analysis due at the end of the course; 30% of your final grade will be determined in consultation with the your internship supervisor; and 20% of your final grade will be derived from the quality of the weekly diary entries you submit online and the consistency of your participation in the online chat sessions.

## Syllabus:

### *Week One: Getting to Know the Landscape*

- Diary entry due by Tues., June 3rd
- Online discussion at 6:30pm, June 3rd

### *Week Two: Learning Objectives*

- Diary entry due by Tues., June 10th
- Online discussion at 6:30pm, June 10th

### *Week Three: Understanding the Organization*

- Diary entry due by Tues., June 17th
- Online discussion at 6:30pm, June 17th
- **Personalized reading lists are DUE [Note: You will be free to change this reading list as the summer progresses, but I want something that you can definitely use at this point in time]**

### *Week Four: Supervision*

- Diary entry due by Tues., June 24th
- Online discussion at 6:30pm, June 24th

### *Week Five: Critiquing the Organization*

- Diary entry due by Tues., July 1st
- Online discussion at 6:30pm, July 1st

### *Week Six: Mid-Term Self-Evaluation*

- Diary entry due by Tues., July 8th
- Online discussion at 6:30pm, July 8th

### *Week Seven: Career Goals*

- Diary entry due by Tues., July 15th
- Online discussion at 6:30pm, July 15th
- **Students should come to the discussion with three entry-level job postings that they think they could apply for, if they were already college graduates. Such positions might be found on the following websites (no need to pay attention to geography or the expiration date of the posting, since this is not “for real”):**

<http://www.journalismjobs.com>

<http://www.mediabistro.com>

<http://www.nab.org/bcc/program/ViewCurrentPosting.asp>

<http://www.asne.org/index.cfm?id=895>

**·Students should also be prepared to share a current version of their resume with the other students in the class**

*Week Eight: Academic Connections*

- Diary entry due by Tues., July 22nd
- Online discussion at 6:30pm, July 22nd
- **Students should have interviewed their supervisors by this point, in preparation for the final paper**

*Week Nine: Wrapping Up*

- Diary entry due by Tues., July 29th
- Online discussion at 6:30pm, July 29th

**Week Ten: 12-15 page internship analysis DUE by 6:30 pm, August 5th ; no online chat session**

**Possible Readings:**

**Public Relations:** *PR!: A Social History of Spin*, by Stuart Ewen; *The Fall of Advertising and the Rise of PR*, by Al Ries and Laura Ries; *Full Frontal PR*, by Richard Laermer; *Public Relations: The Profession and the Practice*, by Draig E. Arnoff and Otis W. Baskin; *Public Opinion*, by Walter Lippman

**Sports Journalism:** *Play by Play: Radio, Television, and the Big Time of College Sports*, by Ronald Smith; *Supertube: The Rise of Television Sports*, by Ron Powers; *In Its Own Image: How Television has Transformed Sports*, by Benjamin Rader; “Does Money Tilt the Playing Field,” by Lawrence Strauss, *Columbia Journalism Review*, Sept/Oct, 1998; “The Ex-Sportswriter: ‘I was looking for heroes in all the wrong places’”, by Gene Collier, *CJR*, Jan/Feb, 2000; “Mark Fainaru-Wada on the Sports Doping Probe and Protecting Sources,” by Susan Q. Stranahan, *CJR* (not sure of date: [http://www.cjr.org/the\\_water\\_cooler/mark\\_fainaruwaa\\_on-th-sports.php](http://www.cjr.org/the_water_cooler/mark_fainaruwaa_on-th-sports.php))

**Advertising:** *Ogilvy on Advertising*, by David Ogilvy; *Creative Advertising: Ideas and Techniques from the World’s Best Campaigns*, by Mario Pricken; “Advertising as Capitalist Realism,” by Michael Schudson, *Advertising and Society Review* 1(1), 2000 (<http://muse.jhu.edu>); “Promotional Culture: Advertising, Ideology, and Symbolic Expression,” by Andrew Wernick, *Canadian Journal of Communication* 20 (1), January, 1995, <http://www.cjc-online.ca/printarticle.php?id=273&layout+html>; “Bitter Pill,” by Trudy Lieberman, *Columbia Journalism Review*, July/Aug., 2005; “TV in the Dark: TiVo. Digital Cable. Internet Television. Can Nielson Keep Up with the Way America Watches?” by Bryan Keefer, *CJR*, March/Apr, 2005

**Blogs/Alternative Media:** *An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths*, by Glenn Reynolds; *The Problem of the Media: U.S. Communication Politics in the Twenty-First Century*, by Robert W. McChesney; *Manufacturing Consent: The Political Economy of the Mass Media*, by Edward S. Herman and Noam Chomsky; *Fighting for Air: The Battle to Control America's Media*, by Eric Klinenberg, "What Makes Alternative Media Alternative," by Michael Albert, *Alternative Media Watch* (<http://www.zmag.org/whatmakesalti.htm>) ; "Emerging Alternatives: Blogworld, the New Amateur Journalists Weigh In," by Matt Welch, *Columbia Journalism Review*, Sept/Oct, 2003; "Emerging Alternatives: A Brief History of Weblogs," by Mallory Jensen, *CJR*, Sept/Oct, 2005

**Local Newspapers:** "The New York Times and the Market for Local Newspapers," in *American Economic Review*, 96 (1), March, 2006, pp. 435-447; "Self-Government: The Future of Local Newspapers," Conor Friedrdsdorf (<http://www.claremont.org/projects/pageid.2024/default.asp>); "The Race," by Robert Kuttner, *Columbia Journalism Review*, March/April, 2007; "Quest for Fire," by Michael Shapiro, *CJR*, July/Aug, 2005. *Fighting for Air: The Battle to Control America's Media*, by Eric Klinenberg

**Local Broadcast:** "Why Local TV News is So Awful," by Lawrence K. Grossman, *Columbia Journalism Review*, November/December, 1997; "The Rise and Rise of 24-hour Local News, Parts 1, 2, and 3" by David Lieberman, *Columbia Journalism Review*, November/December, 1998; "Local TV News: What Works, What Flops, and Why, Parts 1-5" by Tom Rosenstiel, Carl Gottlieb, and Lee Ann Brady, *CJR*, Jan/Feb, 1999; *Fighting for Air: The Battle to Control America's Media*, by Eric Klinenberg

**International News:** "Systematic Determinants of International News Coverage: a Comparison of 38 Countries," by H.D. Wu, in *Journal of Communication*, March, 2000, pp. 110-130; *International News and Foreign Correspondents*, by Stephen Hess; "National and International News Agencies," by Oliver Boyd-Barrett, in *International Communication Gazette*, vol. 62, no. 1, pp 5-18; "Localizing the Global: 'Domestication' Processes in International News Production," by Lisbeth Clausen, in *Media, Culture, and Society*, vol. 26, no.1, pp. 25-44; "Are US Newsmakers Still Ignoring International News," by Paul McLeary, *Columbia Journalism Review*, August, 2007; "China Puts Stricter Limits on Distribution of Foreign News," by Joseph Kahn, *New York Times*, September 11<sup>th</sup>, 2006.