Instructor: Mark Donald (Summer — June 1 – July 3, 2020) mark.donald@unt.edu
Office: ACCENT
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Office Hours
TBD (ON-CALL 24/7 — Call, Email, or Text: UK Mobile Phone: TBD)

Email communication:
Communicating with students using the UNT student email account is part of the university’s contract
with students. Electronic communication with students in this class will be through the students’
my.unt accounts rather than personal email accounts.

Course Description

In this course, we will explore Great Britain’s media system, including its press, magazines,
broadcasting and online media and London’s diverse and vibrant neighborhoods, in part
through immersing ourselves within them, in part by examining. We also will have ongoing
conversations about how the media covers current events, particularly regarding the United
Kingdom’s continuing negotiations to leave the European Union, its unstable political situation and its
relationship to its immigrant communities. Instruction includes lectures, discussions, readings,
presentations, field trips, guest speakers and blogging.

By the end of the class, students should have a firm grasp on the media system in Great Britain, its
differences and similarities to the United States media—all learned while engaged in a valuable
cultural immersion experience. Concentration is on the British news media, but entertainment media
and sports media also will be discussed.

Course Objectives

1. Provide a general introduction to international and intercultural communication that impacts
global news.
2. Develop a topical understanding of issues and trends in the British and U.S. news media, and
how each might impact the other.
3. Examine the world of the British news media through focused
observation of its print, radio and television news. This includes exploring news outlets in
London, Manchester and Liverpool, and interacting with news journalists both in the field and
in a guest lecture setting.
4. Provide an immersive cultural and learning experience through the
reporting and writing of stories from London’s vibrant and diverse neighborhoods.
5. Use London as a laboratory by incorporating it as an integral
component of the learning process.

COURSE OBJECTIVES

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9. Provide an immersive cultural and learning experience through the
reporting and writing of stories from London’s vibrant and diverse neighborhoods.
10. Use London as a laboratory by incorporating it as an integral
component of the learning process.

**COURSE MANAGEMENT**

1. **Canvas:** This semester we will be using Canvas as the learning management system through which I will run the class. I will use it to post the class agenda, assignments, readings and resources. If there is a conflict between the Tentative Schedule in this syllabus and a Canvas assignment or module, please follow the postings on Canvas. *Make sure to check it EVERY DAY!* To aid transparency, I will maintain your grades on Canvas which allows me to record your grades while maintaining privacy and allows you “24/7 real-time online access to your grades.”

2. **Revisions:** The syllabus is a blueprint that we may need to tweak during the semester.

**COURSE ASSIGNMENTS**

In this class you will have assigned, mandatory readings or video viewings. Class discussion is a large part of this seminar class. You are expected to come to class prepared (with the readings completed or videos watched in their entirety) and ready to discuss the topics for that day. The class will also include visits to media organizations and important Great Britain landmarks, and students are required to attend all group excursions unless notified that a particular excursion is not mandatory. Since this is a class concerned with the British media, students are expected to read and watch a variety of British media on a daily basis and be prepared to discuss issues and current events.

All of your written assignments will be submitted on Canvas where you will find the rubrics for each assignment and the date each are due.

Unless specifically designated as a graduate student assignment, all assignments listed are for undergraduate students. In addition to all the undergraduate student assignments, graduate students must also meet the requirements of additional assignments designated just for them.

**STORIES**

There are *four STORIES* (#1, 2, 2.5, 3) and one *MAJOR STORY* (#4) assigned for graduate students. I will issue detailed guidelines for each of these assignments. All stories will be implemented in two-person teams, with each team covering an assigned London neighborhood. Major Story 4 is weighted more than the other four, for graduate students). This reflects the heightened expectations for the amount of research and reporting you will put into this story. During the third week of the semester, you will be required to submit a [Major Story 4 Story Proposal](#). Additional information will be shared during classes and detailed assignments will help you better understand what is expected.

**FINAL PRESENTATION (Oral)**

Each team will make a presentation on the last class day that will be 5-7 minutes long. We will allow a minute or two for Q&As, if there is time. The subject of the presentation will be centered around your work in your assigned neighborhood, with an emphasis on Major Story 4. In preparation of the presentation, you will be given a list of questions that will ask you to provide an overview of your neighborhood, reveal how your impressions of it has changed, if it has, and ask you to summarize Major Story 4. The questions will also address any reporting or writing challenges you faced in Story 4. The presentation may take the form of a PowerPoint, Keynote, Video (or a combination of these). Each student on the team will present for an equal amount of time. You should work on your presentation during the course of the previous weeks but class time will be dedicated to workshopping your presentation on July 3.
TOUR PARTICIPATION
Media tours to news outlets in London such as NBC and CBS are mandatory for Print/Digital/Broadcast and Photojournalism Students (A/K/A News Students). They will be given preference if access is limited although PR and Advertising are most definitely encouraged to attend. All tours out of London (Manchester, Bath) are mandatory for all students.

RESPONSE PAPERS
GRADUATE STUDENTS will be required to write a one-page response paper for at least three of the media tours/and or guest speakers. These include NBC, CBS, Manchester Evening News, BBC, Reuters, Rebecca Vincent, Jaymes Bryla, Andreas Staab, Ryan McNeil. If circumstances do not permit the tour or the speaker, they are, of course, excluded from the list. The response papers must reflect at least three substantive journalistic takeaways you gleaned from the tour or the speaker. Response papers will be due within three days of the tour or guest’s lecture.

GRADES
Your grade for this class will be based on the following:
Class participation, homework 10 percent
Response Papers (3) 10 percent
Story 1, 2, 2.5, & 3 45 percent
Major Story 4 Story Proposal 5 percent
Major Story 4 20 percent
Final Presentation 10 percent

Grading Scale
Grades are computed on the scale below:
A = 100 – 90  B = 89.9 – 80  C = 79.9 – 70  D = 69.9 – 60  F = Below 60

Exams
No exams will be administered in this course.

TENTATIVE Schedule of Classes, Field Trips and Activities:
Week 1 – June 1-7
• 6/1 - First Day-Monday – Students arrive, housing check-in & Local-area walk
• 6/2 - Tuesday – First day of class – Syllabi/rundown/Choose groups/neighborhoods, local area walk, bus tour of London, Welcome tea at British Museum
• 6/3 - Wednesday – Class lecture: Intro to British Media and Community, Neighborhoods assigned
• 6/4 - Thursday– Tour of Hampton Court
• 6/5-7 –Friday-Sunday-- Free weekend

Week 2 – June 8- 14
• 6/8 - Monday – Neighborhood Field Assignment; Twitter Scavenger Hunt
• 6/9 – Tuesday- Class, Media Outlet Tour
• 6/10-Wednesday- Bath and Stonehendge Trip
• 6/11 – Thursday- Class lecture
• 6/12-14 –Friday – Sunday-- Free weekend

Week 3- June 15--21
• 6/15 - Monday – Manchester Trip
• 6/16 - Tuesday – Manchester Trip
• 6/17 - Wednesday – Class lecture
• 6/18 - Thursday – Class lecture
• 6/19- 6/21- Friday- Sunday --Free weekend
**Week 4 June 22-28**
- 6/22 - Monday - Class Lecture; St. Brides Journalism Church tour; British Journalists Meet-Up
- 6/23 - Tuesday – Class Lecture; Media Outlet Tour
- 6/24 - Wednesday – Trip to Brixton, Black Cultural Archives; Theater
- 6/25 - Thursday – Neighborhood Field Assignment
- 6/26 -6/28 - Friday –Sunday -- Free weekend

**Week 5 June 29-July 3**
- 6/29 - Monday – Class or Guest Lecturer or Media outlet tour
- 6/30- Tuesday – Neighborhood Field Assignment
- 7/1   Wednesday - Class Workshop
- 7/2- Thursday - Final class Presentations - Farewell Dinner
- 7/3 - Friday - Back to the USA

**Textbook policy**
The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**Emergency Notification & Procedures**
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**Office of Disability Accommodations**
The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

**Course Safety Statements**
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class
activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

**Attendance**
Students who miss the first class of the semester are subject to being dropped from the course. Class discussions and in-class work are essential to a good grade in this course. A maximum of one absence is allowed. Each absence after that will result in two points deducted from the final course grade. Two late arrivals will be counted as one absence.

**Assignments and Performance Expectation**
Assignments and presentations will be evaluated and graded. All work must be turned in or presented the day it’s due. No late work will be accepted and will result in a zero for the assignment. Students who do not perform in this course are subject to dismissal from their groups and/or the course.

**Classroom Policies**
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

**Academic Honesty**
When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work are unacceptable.

Plagiarism, in a nutshell, is using other people’s written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

**Mayborn School of Journalism Academic Integrity Policy**
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

**Tentative Schedule of Classes, Field Trips and Activities:**
**Week 1 – June 3-9**
- 6/3 - First Day-Monday – Students arrive, housing check-in & Local-area walk
• 6/4 - Tuesday – First day of class – Syllabi/rundown/Choose groups/neighborhoods, local area walk, bus tour of London, Welcome tea at British Museum
• 6/5 - Wednesday – Class lecture: Intro to British Media and Community, Neighborhoods assigned
• 6/6 - Thursday – Twitter scavenger hunt
• 6/7-9 –Friday-Sunday-- Free weekend

Week 2 – June 10-16
• 6/10 - Monday - Class
• 6/11 – 12 - Tuesday & Wednesday - Liverpool & Manchester (BBC) trip
• 6/13 - Thursday - Class – Field assignment
• 6/14-16 –Friday- Sunday-- Free weekend

Week 3- June 17-23
• 6/17 - Monday - Class - Afternoon - Advertising Institute visit & News outlet visit
• 6/18 - Tuesday – Bath & Stonehenge trip
• 6/19 - Wednesday – Guest lecturer
• 6/20 - Thursday – Class
• 6/21-6/23- Friday- Sunday --Free weekend

Week 4 June 24-30
• 6/24 - Monday - Class – Guest Lecturer, Afternoon - Agency & News outlet visits
• 6/25 - Tuesday – Trip to Hampton Court (All Day)
• 6/26 - Wednesday – Class Evening Play (All)
• 6/27 - Thursday – Class or Field Assignment
• 6/28-6/30 - Friday –Sunday --Free weekend

Week 5 July 1-5
• 7/1 - Monday – Class or Guest Lecturer - Afternoon - Agency & News outlet visits
• 7/2 - Tuesday - Class
• 7/3 - Wednesday - Class Workshop
• 7/4 - Thursday - Final class Presentations - Farewell Dinner
• 7/5 - Friday - Back to the USA

Grading Components

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter Scavenger Hunt</td>
<td>5%</td>
</tr>
<tr>
<td>Blog Post 1, 2 and 3</td>
<td>30% (10% each)</td>
</tr>
<tr>
<td>Shadowing Blog Post</td>
<td>15%</td>
</tr>
<tr>
<td>Major Blog Post 4 Proposal</td>
<td>5%</td>
</tr>
<tr>
<td>Major Blog Post 4</td>
<td>20%</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>15%</td>
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</tbody>
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Additional assignments due to graduate level coursework:

As this is a graduate level class, all graduate students will be required to report and write an additional blog post (Blog Post 3). Blog Post 1 and 2 must also be a minimum of 750 words rather than the 500 words required of undergraduate students.

Grading Scale
Grades are computed on the scale below:

\[ A = 100 – 90 \quad B = 89.9 – 80 \quad C = 79.9 – 70 \quad D = 69.9 – 60 \quad F = Below 60 \]

Exams
No exams will be administered in this course.
Electronic Devices
The individual use of electronic devices, such as laptops, pads, and cell phones during class is prohibited other than for taking notes.

Access to Information
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

Our Contract
Enrolling in this class and accepting the terms of this syllabus constitutes a contract. You must meet the stated prerequisites. You should participate in class, complete the readings and assignments as scheduled, work hard on your projects, play by the rules, have fun in the process, and treat fellow students and faculty with dignity and respect. Do your best to uphold these terms and we'll all have a terrific summer in London!

The following items contain important course-related information for your review. This information is compiled from various sources, including the UNT Catalog and Mayborn School Policies. These items are components of this course syllabus, and thus, are part of our contract.

Journalism Course Registration
1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses
Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Student Perceptions of Teaching (SPOT)
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Statements of Student Learning Outcomes
Understand and apply the principles and laws of freedom of speech and press for the United States and Great Britain, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
Conduct research and evaluate information by methods appropriate to the communications professions in which they will work.

Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.

Understand concepts and apply theories in the use and presentation of images and information.

Work ethically in pursuit of truth, accuracy, fairness and diversity.

Think critically, creatively and independently.

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.

Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**Changes to Syllabus**

Note that there may be changes to this syllabus as the course takes place due to unforeseen circumstances.