MEDST 321W (44676)
Spring 2025
M 1:40-4:30, KY 315
Queens College, CUNY

News Analysis

Instructor: Prof. Amy Herzog (she/her)
Office: G Building, Room 102C
Email: amy.herzog@qc.cuny.edu
Office Hours by appointment: https://calendar.app.google/V4RVagsPCD3r3gpq7

This course will present an overview of the journalism industry, including recent developments in digital reporting, and the impact of social media on the news. We will study different methods for analyzing the news, and understanding how it impacts our communities.

Requirements:

In-Class Writing Assignments:	24%
Discussion Board Participation:	21%
Case study preparation (pitch, frame id, outline):	10%
Frame Development Assignment:	15%
Presentation: News Analysis Case Study:	5%
Case study paper (6-8 pages):	25%

There will be graded in-class writing every week. Students are allowed up to two excused absences; any in-class activities (quizzes, writing assignments) for those sessions will be waived. Other in-class activities must be rescheduled for makeup to receive credit. Beyond two absences, students will receive grades of 0 points for missing in-class quizzes or activities.

Classroom content:
All course materials is located in BrightSpace. If you are having trouble accessing BrightSpace, it is your responsibility to let Prof. Herzog know right away, and no later than the second class meeting.

BrightSpace Guide for Students: https://www.qc.cuny.edu/brightspace/brightspace-guide-for-students/

The OTC Help Desk provides support via live support, phone, or by submitting a ticket: https://www.qc.cuny.edu/its/service-desk/

Learning Objectives:

- understand and identify the major types of journalistic news coverage, and the difference between them.
- demonstrate an understanding of the various objectives and responsibilities of journalism, and to map the ways that they have evolved historically.
- contextualize recent developments in journalism within the economic, technological, and political climate of the U.S.
- develop strategies for distinguishing between reliable and unreliable sources, and to identify
- develop research strategies for analyzing contemporary news coverage and the impact of social media and podcasting on politics and journalism.
- synthesize course materials to conduct an independent study of contemporary news coverage, and produce findings (in writing and in a presentation) in a clear and concise form.

Course academic honesty policy: All work submitted must be the original work of the student whose name appears on it, produced exclusively for this course. Text or ideas taken from an outside source must be carefully cited. Err on the side of caution: always give credit to all your sources and contact me with any questions. If you have any questions, I'm happy to help.

CUNY policy on academic integrity: Academic Dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension, and expulsion as provided at https://www.cuny.edu/about/administration/offices/legal-affairs/policies-procedures/academic-integrity-policy/.

Queens College Classroom Photography and Recording Policy:
Neither photographs nor recordings (audio or video) of all or parts of classes at Queens College may be made without written permission from the course instructor(s).

The Office of Student Affairs and the Office of Special Services may provide for the recording of classes on behalf of a student receiving disability accommodations, missing class due to religious beliefs, or experiencing extended absence due to medical or other exigent circumstances.

The Queens College Classroom Photography and Recording Policy applies to both students and visitors. Students and visitors are not authorized to copy, download, or disseminate authorized recordings and photographs to others. Students in violation of this policy are subject to disciplinary action, and visitors in violation of this policy are subject to removal from the classroom and/or campus.

*You have permission to take still photographs of slides or to connect to posted QR codes. No video or audio recording of any kind is permitted. No images or recording of students, faculty or staff. Absolutely no sharing of course materials with anyone not enrolled in this course.

Any student submitting work generated by AI will receive an automatic grade of zero for that assignment, and possible disciplinary action. You are paying good money for an education. Don't cheat yourself out of the opportunity to learn.

Reasonable accommodations for students with disabilities:
Students with disabilities needing academic accommodation should register with the Special Services Office, QC.SPSV@qc.cuny.edu, 718-997-5870—they will ask you for documentation. Email me if you need extra support.

Discussion board:
You are required to write 6 posts total, in response to prompts on the discussion board: 3 times before the midterm, and 3 times after. Actively responding to your peers is a key to a conversation (and part of your grade). Posts can be informal, but to receive full credit, they should be thoughtful, demonstrate familiarity with the readings, and spark discussion.

Class etiquette and inclusive conduct:

- The expectation is that our classroom (in-person and online) is a space of mutual respect, where participants can share their ideas and learn from one another safely.
- In-person comments and online posts should be on topic, engage with the course material, and thoughtfully respond to the topic at hand.
- We will be discussing difficult subject matter, including gender, sexuality, race, class, religion, and political conflict. Know that you will encounter viewpoints outside your comfort zone. Practice openness and empathy in listening to unfamiliar perspectives.
- Know that your classmates come from different backgrounds, and that each of us is made up of intersecting identity categories (gender, race, sexuality, religion, class, age, ability, national origin) that may not be immediately apparent.
- Be considerate with your language. Be aware that tone, humor, and intention are more difficult to "read" in online conversations.
- Harassing, demeaning, racist, sexist, or homo/transphobic comments are never OK.
- If you are analyzing harmful language as part of your research (e.g. violent, phobic, or racist media), offer warnings and context, and only share direct links or images when it is essential to your project.
- It is inevitable that we will make mistakes with our language, even with the best intentions. If you need to point out a problem, please do so with the expectation that the other person will want to do better. If you are called out, please listen without being defensive, and take the lesson to heart.
- Contact the professor at any time for help navigating difficult conversations.

Meeting Schedule:

1/27: Introduction

2/3: Bothsidesism and Bias

2/10: Fact Checking, Fake News, and Misinformation

2/18 [TUESDAY]: Media Ownership & Regulation, and the Freelance Economy

2/24: Framing and Content Analysis

3/3 Covering Elections

3/10: The Use and Misuse of Images, Video & Infographics
Discussion Board 1 Closes today, must have 3 posts and consistent responses.
Project Pitch due

3/17: Video Podcasts: The Rise of the Manosphere?

3/24: Community-Based Reporting

4/7: Project Workshop
Bring a draft of your Project Outline Worksheet to class

SPRING BREAK

4/21: The Alternative Press
Framing Development Assignment due

4/28: Challenges & Hope for the Future of Journalism

5/5: Presentations

5/12: Presentations
Discussion Board 2 Closes today, must have 3 posts and consistent responses.

FINAL PROJECTS DUE 5/19