

## Winter 2023

<b>AP/WRIT 3011M 3.0</b>	<b>Reading the News: Examining the Rhetoric of the Press</b>
<b>Course Director:</b>	Name: Dr. Karen Ruddy Office hours: Wed. 1:30-2:30 pm Contact: Ross S342 e-mail: kruddy@yorku.ca
<b>Time:</b>	<b>Weds. @ 2:30-5:2- TBA</b>
<b>Delivery Format:</b>	<input type="radio"/> <b>SEMINAR</b> – in-person
<b>Description:</b>	<p>The aim of this course is to engage with key issues of mass media, new/digital media and alternative media within the context of critical and cultural studies. What is the news? The professional and organizational culture of journalism has changed dramatically in recent decades in the wake of the changing technologies of news gathering, editing and publishing. Yet the old media is embedded in the new, twisting it, informing it, shaping its future. What are the current trends and practices from which that future may evolve: An increasingly fragmented audience of personalized media niches? The rise of new forms of alternative and investigative journalism and a new participatory role for reading publics? The prevalence and shrillness of conflict rhetoric? What of the old rhetoric of the press remains? What of the new speaks to hope for an informed, critical citizenry?</p> <p>This courses will explore such questions by engaging with theoretical and practical case studies on issues such as: the role of traditional news; false stories, misinformation and disinformation; the problem of objectivity and the role of activist and community media; satire and parody as new forms of news; the rhetoric of the press (including ethos, framing, agenda-setting, spinning, ideographs, and pathos in written and visual texts); and the construction of reading publics in a global era of digital news.</p> <p><b><u>COURSE LEARNING OBJECTIVES</u></b></p> <p>The purpose of this course is to assist students in developing a critical view of the goals, common practices, and processes in the production and consumption of the news across a range of media— newspapers, television and video, photojournalism, digital and alternative media.</p> <p>Students will learn to:</p> <ul style="list-style-type: none"> <li>⇒ critically examine various forms of cultural production and reception</li> </ul>

	<ul style="list-style-type: none"> <li>⇒ apply theoretical perspectives to various media purposes and processes</li> <li>⇒ practice comparative analysis and qualitative analysis</li> <li>⇒ apply sophisticated research skills in the production of the major paper or media commentary</li> </ul> <p><b><u>COURSE EVALUATION</u></b></p> <p><b>*please read assignment instructions on eclass</b></p> <p><b>News Article Analysis</b> 15%</p> <p><b>Major Project</b></p> <table style="margin-left: 40px;"> <tr><td>Proposal</td><td>5%</td></tr> <tr><td>Research Report</td><td>20%</td></tr> <tr><td>PowerPoint Presentation</td><td>10%</td></tr> <tr><td>Final Paper</td><td>30%</td></tr> </table> <p><b>Weekly Participation</b> 15% Ongoing</p> <p><b>Discussion Facilitation</b> 5% Once per semester</p>	Proposal	5%	Research Report	20%	PowerPoint Presentation	10%	Final Paper	30%
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<b>Historical Requirement:</b>	Course credit exclusions: AP/WRIT/EN 4752. PRIOR TO FALL 2009: Course credit exclusion: AS/EN 4756 3.00.								
<b>Requirements:</b>	Completed minimum 24 credits								
<b>Reading List:</b> (Subject to change: check with instructor/York bookstore before purchasing)	<p><b><u>REQUIRED READING, LISTENING, WATCHING</u></b></p> <p><i>All the required course readings are available on eclass.</i></p>								
<b>Open To:</b>	ENPR/PRWR Majors 3r/4th yr OPEN to 2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> yr								