

California Polytechnic State University, San Luis Obispo
College of Liberal Arts / Journalism Department
Journalism 470 – Special Topics
The Media Empire of William Randolph Hearst
Winter 2009 – 4 units - MW – Class # 7684 – 0810 – 1000
Cochett Education Building – 02, Room 0203

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Required Textbook:

Nasaw, David. (2000). *The Chief: The life of William Randolph Hearst*.
Boston: Houghton Mifflin Company.

Course Overview:

Examines the media empire of the late newspaper publisher William Randolph Hearst, aims to expand students' understanding of the historical influences William Randolph Hearst made in the development of today's journalism. Students will visit Hearst Castle in San Simeon, CA as a required field trip. Prerequisite: Junior standing.

Course Requirements:

The overall course grade will be based on two exams, a term paper, student portfolio presentations, attendance, and class participation.

Course Objectives:

This is both a lecture/discussion and laboratory class. Emphasis will be placed on the lecture aspect of this class. Students are encouraged to express

opinions and debate constructively. Attending class and lab sessions, participating in class discussions and contributing to individual student projects are all vital parts of your success in this class. This is not a writing course per se but because writing is an important part of the field of Journalism, it is an integral part of this course.

JOUR 470 – Learning Objectives:

I. A. Informational Objectives – Cognitive Domain: knowledge based, recall or recognition of specific facts.

- Knowledge – Recognize or recall data or information.
By the middle of the quarter the student will describe three innovative contributions that William Randolph Hearst provided to the field of journalism by completing a written mid-term exam.
- Comprehension – Understand meaning, restate data in one's own words, interpret, extrapolate, and translate.
By the middle of the quarter the student will interpret what impact W.R. Hearst had on current media style by compiling ten examples of current newspaper clippings.
- Application – Use or apply knowledge, put theory into practice, use knowledge in response to real circumstances.
By the end of the quarter the student using current newspaper clippings will construct an assessment portfolio.
- Analysis – Separates material or concepts into component parts so that its organizational structure may be understood. Distinguishes between facts and inferences.
By the end of the quarter the student will extrapolate on their portfolio by interpreting in writing how the media of today has further developed the earlier journalism advances of W.R. Hearst.
- Synthesis (create / build) – develop new unique structures, systems, models, approaches, ideas; creative thinking, operations.
By the end of the quarter the student will develop a PowerPoint classroom presentation to integrate the written portfolio into a visual and audio student centered learning opportunity.

II. B. Motivational Objectives – Affective Domain:

The manner in which we deal with things emotionally, such as feelings, values, appreciation, enthusiasms, motivations, beliefs, and attitudes:

- Receive: Open to experience, willing to hear.
By the end of the quarter the student will listen to each student PowerPoint presentation in the classroom.
- Respond: React and participate actively.
By the end of the quarter the student will respond to the course lectures, tests, and student portfolios by completing a comprehensive term paper on the study of William Randolph Hearst and his impact on the field of journalism.
- Value: Personal opinions.
By the end of the quarter the student confront the issues facing the field of journalism in the future by completing question and answer portion to conclude their PowerPoint presentation.
- Organize or Conceptualize values: Reconcile internal conflicts; develop value system.
By the end of the quarter the student will prioritize the impacts that W.R. Hearst had on the field of journalism by concluding their PowerPoint demonstration with a call-to-action for those involved in the media for today and in the future.
- Internalize or Characterize values: Adopt belief system and philosophy.
After completing a field trip visit to Hearst Castle the student will influence the practice of journalism by their work in the fields of print and broadcast media and public relations.

Grading Criteria:

Midterm Exam	100 points
Final Exam	100 points (non-comprehensive)
Term Paper	100 points
Portfolio	100 points
Attendance/Participation	100 points (5 points for each class meeting)
Total Possible	<hr/> 500 points

Grading Breakdown:

450 – 500 = A

445 – 449 = A-

440 – 444 = B+

400 – 439 = B

395 – 399 = B-

390 – 394 = C+

350 – 389 = C

345 – 349 = C-

340 – 344 = D+

300 – 339 = D

295 – 299 = D-

294 + Below = F

Term Paper:

Students will work individually on a 10 page term paper consisting of an in-depth discuss on the publishing career of W.R. Hearst. The paper will draw upon topics covered in the course lectures, textbook, and student portfolio presentations.

The term paper will include the following:

- I. Title Page
- II. Table of Contents
- III. Discuss in depth the publishing career of WRH
- IV. Appendix – Newspaper clippings (past and present)
- V. Bibliography – APA Format

Student Portfolio Presentations:

Students will compile 10 examples of newspaper clippings that display the influence on current media style. The student will develop a 5 minute PowerPoint classroom presentation what will tie W.R. Hearst's media legacy to what is currently happening in the media today.

Course Outline: (Reading Assignments in Red)

Week 1	Jan. 5 Jan. 7	Orientation – Syllabus Student Info Sheet/Discuss Term Project Hearst Castle: Tour III Video
Week 2	Jan. 12 Jan. 14	Introduction / Life and times of W.R. Hearst VIDEO: The Achievers; the story of WRH W.R. Hearst – The Early Years (Section I) DVD: Hearst Castle: Building the Dream
Week 3	Jan. 19 Jan. 21	No Class / Holiday Hearst the Family Man (Section II, III, IV)
Week 4	Jan. 26 Jan. 28	W.R. Hearst – Politician & Publisher VIDEO: The Spanish-American War W.R. Hearst – Politician & Publisher
Week 5	Feb. 2 Feb. 4	W.R. Hearst – Master Builder (Section V) Hearst’s Dream – San Simeon
Week 6	Feb. 9 Feb. 11 Feb. 13 (Friday)	Hearst Castle – “The Ranch” DVD: The Battle over Citizen Kane Hearst Castle – “The Ranch” (cont.) Review for Midterm Exam DVD: Citizen Kane – Part I Midterm Exam
Week 7	Feb. 16 Feb. 18	No Class / Holiday W.R. Hearst & Marion Davies (VI) DVD: Citizen Kane – Part II
Week 8	Feb. 23 Feb. 25	Hearst /Great Depression /Final Years(VII, VIII, IX) Discussion: Citizen Kane Student Portfolio Presentations
Week 9	Mar. 2 Mar. 4	Student Portfolio Presentations (cont.) Student Portfolio Presentations (cont.)
Week 10	Mar. 9 Mar. 11	Student Portfolio Presentations (cont.) Review for Final Exam Field Trip to Hearst Castle
Week 11	Mar. 20 0710-1000	Final Exam / Term Paper Due