

**JOUR 463C (Section 001)**  
**Media & Military**  
**Spring 2012**

Class Time: 2:00-3:15 p.m. Tuesday & Thursday  
Classroom: Coliseum 3007

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Office hours: Tue. & Thu. from 10 a.m. – 11 a.m. & 1 p.m. – 2 p.m. (or by appointment)

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Course web site: <http://blackboard.sc.edu>

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**Course Goals and Objectives:**

**Pick-up your helmet, bulletproof vest, notepad and pen and welcome into the bullet-dashing world of reporting on the military.** We live in an era where the U.S. armed forces are deployed in multiple warzones, new military bases are being built in Africa and southeastern Europe, and the civilian and military leadership of the country explore new paths of cooperation in Asia and Latin America. Reporting on the military is a highly-complex beat because it requires a vast understanding of the military's structure – both civilian and uniformed – as well as of the political, diplomatic, and economic webs of interest that are interlinked with the functions of the armed forces.

The goal of this course is to provide you with a historical context of war coverage while at the same time expose you to some hands-on training of how to write stories about military activities.

The course will have two parts:

**The first part** (covering the first half of the semester) will be more seminar-like, with extensive readings from books and handouts, as well as stimulating discussions on the readings and videos. In this first part, each student will be responsible for writing their own reports (**a total of three**) from the readings, visitor speakers and videos. **Each report will be five pages.** Also, **in-class participation will count 15%** of your total grade so I expect that you will be active participants. The goal of this first part of the course is to make you become critical thinkers by

understanding the complexities involved in reporting on the military as well as ethical dilemmas that you may encounter while working on this beat.

**The second part** (covering the second half of the semester) will be more practical and will involve exposure to different elements of mediated communication between the military and the media, such as official press releases and press conferences, as well as news reporting on the military. The goal of this second part is for the students to familiarize themselves with the inner workings of military public affairs on one side, and the inner workings of news professionals who cover military affairs. In this latter part, students will have the choice to work on the public relations side, the news side, or the analytical side. The **first option** (reserved mostly for PR students) will involve the writing of five (5) press releases and a final mock press conference before the class. The **second option** (reserved mostly for Journalism students) will involve the writing of five (5) short news stories from military press releases, pre-recorded press conferences, and one final feature story (1,200-2,000 words) based on interviewing military personnel. The **third option** (reserved for mostly non-communication students) will involve a research paper (15-20 pages) on a topic that will be agreed upon after consultation with the professor.

This second part of the course aims at providing you with some initial exposure to information as it is disseminated from the military, and help you cope with the jargon and ways to assess the value of information that is presented to you.

This means that this is not a history course. The readings, videos, visitor speakers and the majority of the material used in this course are very much related to recent event or current affairs (e.g. Iraq War, Afghanistan, etc.). As such, it is not the goal of this course to analyze the news coverage of all wars that have taken place ever since the invention of the telegraph. Such depth of knowledge, though, would be desirable for someone who would be interested in exploring further a career in military reporting or military public affairs and I would be happy to assist you in your search for books and professional reports.

I hope that you are all excited about this course! Bring your curious mind into class and be ready to question your own biases about the world you know and the world you don't know. The military has its own culture and this will be a crash course into that. So, put on your helmet – this is not a literal instruction –, and grab your textbooks (listed below) and welcome the new course Media & Military!!!

**Required Texts:**

**(Available at USC Bookstore)**

- Barbara Schading & Richard Schading, *A Civilian’s Guide to the U.S. Military: A Comprehensive Reference to the Customs, Language and Structure of the Armed Forces*. (Writer’s Digest Books, 2006).
- Greg Mitchell, *So Wrong for So Long: How the Press, the Pundits – and the President – Failed on Iraq*. (Sterling Publishing Co., 2008)
- A. Trevor Thrall, *War in the Media Age*. (Hampton Press, 2000).

**Recommended Readings:**

- John Byrne Cooke, *Reporting the War*. (Palgrave Macmillan, 2007).
- Lynne Gibbs & Honor Head, *Mega Book of Weapons and Warfare: Discover the Most Amazing Weapons on Earth*. (Chrysalis Books, 2003).
- Mike Hoyt, John Palattella & Columbia Journalism Review (Eds.), *Reporting Iraq: An Oral History of the War by the Journalists who Covered It*. (Melville House, 2007).
- David Kiernan, *Headlines from the Frontlines*. (AuthorHouse, 2005).
- Scott Taylor, *Unembedded: Two Decades of Maverick War Reporting*. (Douglas & McIntyre, 2009).

**Grading:**

	<b>Options 1 &amp; 2</b>	<b>Option 3</b>
Reports from readings*	30%	30%
Short Stories/Press Releases**	25%	----
Feature Story/Mock Press Conference	30%	----
Research Paper	----	55%
Participation	15%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>

\* There will be a total of three reports from readings, each counting 100 points.

\*\* There will be a total of 5 short stories/press releases, each counting 50 points.

### **(1) Grade scale**

A = 91 or above, or the top 10% of the class, whichever number is greater; B+ = 85.0 – 90.9; B = 80.0 – 84.9; C+ = 75.0 – 79.9; C = 70.0 – 74.9; D+ = 65.0 – 69.9; D = 60.0 – 64.9; F = below 60.0.

### **(2) Attendance Policy and Make-up Work**

Regular attendance is important. I will do the roster every class. If you are late, it is your responsibility to remember to sign the attendance sheet that same day, after class. You will NOT be allowed to sign after that.

Per University Bulletin regulations, absences (excused or unexcused) exceeding **10%** of all class periods are considered by the University to be "**excessive**." That would mean you're allowed: **3 cuts** in a TTH class. If a student exceeds the allowable number of cuts, each additional missed class costs the student *one point* off his or her final average. Furthermore, any student missing **25%** or more of all classes (namely **7 cuts** in a TTH class) will automatically lose *a full letter grade* off their final course average. And, any student missing any exam during the session will receive an *F* in the course, regardless of their final average. **NO** makeup exams will be given unless the student notifies me prior to the exam and can verify that he/she was:

(1) under a doctor's care or hospitalized at the time of the exam,

(2) on a university-sanctioned trip,

(3) away from school due to a major medical emergency involving a member of their immediate family, or,

(4) experiencing some sort of personal trauma.

The same policy applies to all individual and group assignments. I understand there are certain individual emergencies that may come up. So, if you have any major medical/personal problems (such as a USC sanctioned trip), please let me know in advance and provide me with appropriate documentation.

## Communicating with the Professor:

You can contact me during my office hours (see top of first page of syllabus) or by appointment. E-mails are also welcome. I check my e-mails around 12 p.m. every day. Having said that, I will make sure that I respond to your e-mail within 24 hours. You can also talk to me right before or right after class.

## TENTATIVE CLASS SCHEDULE

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### Week Dates Topics & Class Activities Required Readings (Base Visits, TBA)

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#### JANUARY

10: Introduction to the course

12: Getting started/ Assignment into Groups

**Readings:** Schading, Chapters 1 & 2

**In-Class Film:** “Bad Voodoo War”

17: Military Structure & Culture

**Readings:** Schading, Chapters 3 & 4

**Guest Lecture:** U.S. National Guard PAO, Col. Peter Brooks

19: Military Structure & Culture (Cont.)

**Readings:** Schading, Chapters 4 & 5

**Guest Lecture:** U.S. National Guard PAO, Col. Peter Brooks/Maj. Cynthia King

24: Military Structure & Culture (Cont.)

**Readings:** Schading, Chapters 6 & 7

**Guest Lecture:** U.S. National Guard PAO, Maj. Cynthia King

26: **Military Structure & Culture (Cont.)**

**Readings:** Schading, Chapters 8 & 9

**Guest Lecture:** U.S. National Guard PAO, CW3 Tripp Hutto/ Lt. Col. James St. Clair

31: **Military Public Affairs**

**Readings:** Schading, Chapter 10 & Glossary (**Paper 1, 'military culture,' is due**)

**Guest Lecture:** U.S. National Guard PAO, CW3 Tripp Hutto/ Col. Pete Brooks  
(SC Specific Case Studies)

**FEBRUARY**

2: **Military Public Affairs (Cont.)**

**Readings:** Thrall, Chapters 1, 2 & 3

**Guest Lecture:** U.S. National Guard PAO, LTC. Les Carroll (Media & Mortuary Affairs at Dover Air Force Base)

7: **Military Public Affairs (Cont.)**

**Readings:** Thrall, Chapters 4 & 5

**Guest Lecture:** U.S. National Guard PAO, Lt. Col. James St. Clair (Fort Hood Case Study)

9: **Military Public Affairs (Cont.)**

**Readings:** Thrall, Chapters 6 & 7

**Guest Lecture:** U.S. National Guard PAO, Lt. Col. James St. Clair/ CW3 Hutto  
(WikiLeaks video of Apache attack in Iraq)

14: Government and War

**Readings:** Mitchell, Pages 1-57 (**Paper 2, 'military public affairs,' is due**)

**Guest Lecture:** U.S. National Guard PAO, Lt. Col. James St. Clair/ LTC. Les Carroll (Media Embeds)

16: Government and War (Cont.)

**Readings:** Mitchell, Pages 61-110

**Guest Lecture:** U.S. National Guard PAO, Lt. Col. James St. Clair (Skype with Deployed Chaplain)

21: Government and War (Cont.)

**Readings:** Mitchell, Pages 113-149

**Guest Lecture:** U.S. National Guard PAO, Maj. Gen. Livingston (Strategy & Media)

23: Government and War (Cont.)

**Readings:** Mitchell, Pages 153-212

**Guest Lecture:** U.S. National Guard PAO, (Chaplain) Col. Steve Shugart (PTSD)

28: Reporting on the Military

**Readings:** Mitchell, Pages 215-267 (**Paper 3, 'government and war,' is due**)

**Guest Lecture:** Sexual Assault Response Coordinators Army & Air Force (Rape and sexual assault in the military)

**MARCH**

1: Reporting on the Military (Cont.)

**Guest Lecturer:** Varouhakis (Victims & the Media)

6: **SRING BREAK – NO Classes**

8: **SRING BREAK – NO Classes**

13: Reporting on the Military (Cont.)

**Guest Lecture:** (TBA)

15: Reporting on War

**Guest Lecture:** (TBA)

20: Reporting on War (Cont.)

**Guest Lecture:** (TBA)

22: Reporting on War (Cont.)

**TBA**

27: The Views of the Other Side

**In-Class Film:** “The Insurgency”

29: The Views of the Other Side (Cont.)

**In-Class Film:** “Control Room”

## **APRIL**

3: Facing New War Fronts

**In-Class Film:** “The War on Democracy”

5: Facing New War Fronts (Cont.)

**In-Class Film:** “Showdown with Iran”

10: Facing New War Fronts (Cont.)

**TBA**

12: Facing New War Fronts (Cont.)

**TBA**

17: Analysis and Review

19: In-Class Presentations/ Papers Due. (**Last Day of Class**)