

Broadcast Journalism Major

Annual Assessment Report

2014-2015 Academic Year

Compiled by

Stephen Goforth

Assessment Plan Description (Please see LJML and CT Assessment Wheels)

1. Expanded Statement of Purpose or Program Mission Statement (Program Shared by Two Departments): *This section includes the program mission statement or expanded statement of purpose.*

Department of Literature, Journalism, and Modern Language

Embodying the core values of a Christian liberal arts education in the Wesleyan theological tradition, and focusing on the power of language and story to shape us and our world, the LJML department and programs will provide students with knowledge, skills, and experiences to equip them to understand, interpret, analyze, evaluate, and create texts as linguistic and/or artistic expressions of diverse human experiences. We value reading, writing, researching, speaking, and discussing as profound means of participating in the redemptive work of God in all of creation.

Department of Communication and Theater

The broadcast journalism (BJ) program at PLNU exists to reinforce and support the mission of the university, which is to teach and shape students in the creative, technical, and socialization areas of professional media preparation, and to send students into media industries. These have traditionally included radio and television broadcasting.

Historically, print and broadcast journalists have worked in “silos” as distinct segments of the industry. In recent years, the emergence of online communication has precipitated the idea of convergent journalism. From a professional standpoint, convergence is the practice of print and broadcast journalists using each other’s skills in the reporting and dissemination of news, specifically applied in a Web context.

In order to more closely emulate the profession, the BJ program at PLNU has undergone curricular changes that recognize the necessity of incorporating new media in journalism

courses. This has included introducing online components in a number of courses, such as in TV news production, and instituting a multimedia journalism course that brings together print, video and audio skills to produce online news content. In addition, the major includes trends in technology when training future journalists. For example, students need to understand the role of social networks and mobile media in news delivery.

2. Program Learning Outcomes (PLOs): *This section lists all the learning outcomes for the program. Keep in mind that these are the PLOs that will be submitted for catalog copy. (Where possible, show alignment to PLNU Institutional Learning Outcomes [ILOS]).*

The Broadcast Journalism major is a joint program between the Department of Communication & Theatre and the Department of Literature, Journalism and Modern Languages. The Program Learning Outcomes (PLOs) listed below were initially developed in a collaborative effort between Dr. Sue Atkins (LJML), prior to her retirement, and Dr. Clark Greer (Communication & Theatre) during spring semester 2011. In 2013, the PLOs were updated by Dr. Greer and Professor Stephen Goforth (LJML) to reflect WASC Core Competencies. Final revisions to wording were made in spring 2014 by Dr. Bettina Pedersen (LJML) to coincide with various elements of Bloom's taxonomy.

1. Identify (**Knowledge**) and articulate (**Comprehension & Synthesis**) the historical development, content, audiences and function of U.S. media. [**Critical Thinking**]
2. Write (**Synthesis**) news copy clearly and accurately, demonstrating quantitative and qualitative reasoning. [**Written Communication, Information Literacy, Quantitative Reasoning/Literacy**]
3. Create (**Synthesis**) and edit (**Application**) a news story based on accepted industry standards and values. [**Written Communication, Information Literacy, Critical Thinking**]
4. Employ (**Application**) aural and delivery skills appropriate to various news performance situations. [**Written Communication, Oral Communication**]
5. Demonstrate (**Application**) professional socialization skills in various news media environments. [**Information Literacy, Critical Thinking**]
6. Identify (**Knowledge**) major ethical theories and professional codes, apply (**Application**) them critically to ethical dilemmas, and defend (**Evaluation**) the application of the theory and code to a given situation as a Christian communicator. [**Critical Thinking**]

3. Curriculum Map: See Assessment Wheel. *This section identifies where the learning outcomes align with the curriculum (where students encounter opportunities in the curriculum to gain knowledge and skills pertinent to the designated outcomes, I= Introduce, D=Developed, M=Mastered).* Please see the Assessment Wheel: Curriculum Map for the Broadcast Journalism Curriculum Map.

4. Multi-Year Assessment Plan: See Assessment Wheel. *This section identifies the learning outcomes and the years in which they will be assessed. Please attach appropriate documents(s).*

Assessment Activities: *This section will be completed annually for each PLO measured during this Academic Year (as described in your Assessment Plan).*

5. Methods of Assessment and Criteria for Success: *This section describes how student learning was assessed for each PLO during this Academic Year (AY) according to your Assessment Plan.*

- *How do you know students are learning and to what degree you have been successful?*
- *What measures were used, direct and/or indirect? Also attach copies of any rubrics that were used.*
- *When was the assessment conducted and by whom?*
- *What were the criteria for success, the performance targets selected for each learning outcome assessed this Academic Year?*

6. Summary of Data collected: *This section should discuss the results of the assessment process for the designated SLO.*

- *What information/data was collected?*
- *How was the data analyzed?*

The courses evaluated for the 2014-2015 academic year were WRI250 Introduction to Journalism and WRI340 Media Ethics and Law.

Key Assignment: WRI250 Introduction to Journalism

WRI250 Assessment Summary

Assessment of PLO 1 (Identify and articulate the historical development, content, audiences, and function of U.S. media) was achieved by having the 17 students take an extended test at the beginning of the semester to assessed by means of a pretest and a posttest which

examine student knowledge of media related to the historical development, content, audiences, and function of U.S. media. The test included 50 questions covering these areas, written mostly as multiple choice options.

Summary of data collected

PLO 1 – The professor evaluated the answers of the students, comparing their answers before and after lessons on the topics.

WRI250 Assessment Summary

An average score above 90% reflects exemplary knowledge. An average score of 80-89% will be considered as reflecting above average knowledge. Scores between 70-79% reflect average knowledge, a score in the 60-69% range is viewed as deficient. The students scored a mean of 69% on the pretest and 87% on the posttest. The outcome was met. Please see Appendix 1 at the end of this report for copies of the assignment.

Key Assignment: WRI340 Media Ethics and Law

Assessment of PLO 6 (Identify major ethical theories and professional codes, apply them to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator) was achieved by having the 11 students take an extended pretest at the beginning of the semester and a posttest which examine student knowledge of media related to the historical development, content, audiences, and function of U.S. media. The test included 100 mostly multiple choice questions covering these areas.

Summary of data collected

PLO 1 – The professor evaluated the answers of the students, comparing their answers before and after lessons on the topics.

WRI340 Assessment Summary

An average score above 90% reflects exemplary knowledge. An average score of 80-89% will be considered as reflecting above average knowledge. Scores between 70-79% reflect average knowledge, a score in the 60-69% range is viewed as deficient. The students scored a mean of 75% on the pretest and 89% on the posttest. The outcome was met. Please see Appendix 3 is a copy of the assignment while appendix 4 are the results.

Appendix 1 - BJ PLO 1 WRI250 assessment tool (pretest and a posttest)

NAME _____

Journalism WRI250: Test – Final Exam

Instructor: Goforth / SPRING 2014

Remember, there may be more than one “right” answer. Look for the one that best reflects what we discussed in class.

At the end is a bonus essay question. It will only be counted if you are “on the bubble” between two grades.

FREE SPEECH

1. Which of the following is NOT a right protected by the First Amendment?

- a. Press
- b. Speech
- c. Privacy
- d. Petition

2. Speech Codes are extra limits to free speech imposed by colleges.

- a. True
- b. False

3. The First Amendment gives reporters:

- a. special rights not given to average citizen such as the right to withhold the identity of a source to whom the reporter promised confidentiality
- b. no special rights
- c. it is unclear
- d. none of the above

4. Is there any speech that is unprotected? Are these are expressions that the government can lawfully prohibit or punish?
- a. Yes
 - b. No
 - c. it is unclear
 - d. none of the above
5. The same set of rules applies to public figures that applies to private citizens when it comes to libel and slander.
- a. True
 - b. False
6. The power of the government to prevent the publication or broadcast of expression is called:
- a. prior restraint
 - b. actual malice
 - c. due cause
 - d. lack of privilege
- MEDIA LAW
7. In order to ensure college and university students get information about criminal activity on campus, Congress passes this act, requiring universities to reveal all crime reports. Campus security must maintain a log of crimes committed on campus and distribute an annual report detailing crime statistics.
- a. Digital Rights Management Act
 - b. The Clery Act
 - c. The Family Educational Rights and Privacy Act
 - d. There is no such law

8. If a movie star dies, CNN will not have to get permission from the copyright owner to air short segments of a recent film featuring the actor because of:

- a. public domain
- b. fair use
- c. copyright licensing
- d. prior permission agreements

9. Identifying and granting ownership of a given piece of expression, _____ is designed to protect the creator's financial interest in that expression.

- a. public domain
- b. fair use
- c. copyright
- d. ascertainment

10. This allows commentators to criticize films without fear it will lead to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

11. This is the legal term indicating the press can report comments of a speaker or witness at a public event without fear it will lead to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

12. When a media outlet distributes content with knowledge of its falsity or a reckless disregard for the truth, it has acted with:

- a. prior restraint
- b. due cause
- c. lack of privilege
- d. great courage
- e. actual malice

13. The false and malicious publication of material that damages a person's reputation (typically applied to PRINT media) is:

- a. Slander
- b. libel
- c. privilege
- d. fair comment

14. A FOIA is:

- a. A banned book
- b. Something you file with the government to obtain information
- c. An online newsgathering service
- d. Requires broadcasters to determine the nature of their audiences interests, convenience, and necessity.

15. Obscenity is protected by the constitution.

- a. True
- b. False

16. Pornography is protected by the constitution.

a. True

b. False

17. Copyright laws on the internet fall under:

a. digital rights management

b. public domain

c. ASCAP

d. ascertainment

18. The Federal Courts may send a reporter to jail for refusing to reveal a news source.

a. True

b. False

c. The courts have never ruled on the subject

19. The First Amendment presents a strong right to gather news as it does to publish news.

a. True

b. False

20. Is it legal for law enforcement officers to order journalists to stop filming them?

WRITING FOR THE MEDIA

21. The most popular way to go about writing a story for a newspaper is to arrange the information from most to least important. This is known as:

- a. The inverted pyramid
- b. The nut graph
- c. Writing in active voice
- d. A lead

22. Suppose you read this as newspaper lead: "President Obama had a tough day. He had orange juice for breakfast. Later, he declared war on assorted small countries in the Middle East." It would be an example of:

- a. active voice
- b. burying the lead
- c. an inverted pyramid
- d. all of the above

23. This is a sentence in an article that summarizes the key elements of a story. It explains to the reader why the story is being written.

- a. inverted pyramid
- b. nut graph
- c. slug
- d. head

24. To help you figure out how to get your broadcast news lead in present tense, ask yourself "What's Now?" or...

- a. What's next?
- b. What happened?
- c. Who's the story about?
- d. Where is it happening?

25. The lead, "The Fed is expected to raise interest rates again.." is:

- a. too long
- b. in passive voice
- c. not in present tense
- d. missing the "felt need" angle

26. To be conversational in your broadcast news writing, avoid:

- a. using short sentences
- b. using the word you
- c. using contractions
- d. using dependent clauses

27. Which is NOT likely to be the lead in a broadcast news story?

- a. A small plane crashed in Memphis last night.
- b. An investigation is underway this morning into the crash of a small plane.
- c. The pilot of a small plane is in the hospital this morning after he crashed in Memphis last night.
- d. Cleanup is underway at a home in South Memphis where a small plane crashed through the roof.

28. When a new story comes into a convergent news environment, this is a question journalists might ask to help decide whether to immediately post the story on a website or wait to print it in a newspaper.

- a. Which medium can get the information out in the most effective way?
- b. Is likely to have photos?
- c. Does the story lend itself to graphics?
- d. Can it wait to put it into the newspaper?
- e. All of the above

29. An example of writing in "active voice" would be:

- a. Someone is doing something.
 - b. Something is happening to someone.
30. The most significant difference between writing for print and broadcast news is:
- a. active voice
 - b. passive voice
 - c. tense of the lead
 - d. sentence length

31. Explain the difference between writing a report for a class as opposed to writing a news story.

SEO

30. What does SEO stand for?

31-34. What are 4 ways to increase SEO?

35. Write a headline that IS SEO friendly.

36. Write a headline that is NOT SEO friendly.

THE INTERNET

37. In a Google search, you can get results for "global" but NOT "warming" by:

- a. Putting an "or" between the two words
- b. Putting "and" between the two words
- c. Placing a minus sign in front of warming
- d. Clicking on "cashed"

38. Most major government, university and public corporation sites cannot be found through search engines but must be entered and searched through this:

- a. a portal
- b. a listserv
- c. widgets
- d. Metatags

39. Explain one of these terms.

Aggregator

Convergence

40. Explain one of these terms

KPI

Feature Shock

41. What's the difference between citizen journalism and civic journalism?

42-50. Write a headline and news story of 8-12 sentences for an online publication based on the following information.

It was a dreadfully tragic incident and involved a 7-year-old girl in your city: Tania Abondanzio, the daughter of Anthony and Deborah Abbondanzia. The girl was admitted to Mercy Hospital a week ago. She was driven to the hospital by her parents. She was operated on later that morning for a tonsillectomy. She died the day before yesterday. Hospital officials announced this during a press conference. They say she might have been given the wrong medication by a pediatric nurse. They did not identify the nurse, saying only that she has been suspended, while they investigate. The girl's parents wouldn't talk to the media. Tania was a 2nd grade student at Washington Elementary School. Her physician, Dr. Priscilla Eisen, prescribed a half milligram of a pain reliever, morphine sulphate, after surgery. Hospital records show that, somehow, by mistake, the nurse gave the girl a half milligram of hydromorphone, a stronger pain reliever commonly known as Dilaudid. The victim was given the drug at 6:30 a.m. and developed severe respiratory problems at 6:40 a.m. She also complained of being hot and went into an apparent seizure. An autopsy conducted yesterday to determine

the cause of her problems showed results, also announced during the press conference today, that were consistent with the hospitals report, police said. Police are treating the death as accidental. After developing respiratory problems, the girl was immediately transferred from the medical facility's pediatrics ward to the intensive care ward and remained in a coma for several hours, when doctors pronounced her brain dead. She was then taken off a respirator and died minutes later at 9:40 p.m. Dr. Irwin Greenhouse, hospital administrator, said in a statement released to the press today that, "Our sympathy goes out to the family, and we will stay close to them to provide support." He declined to comment further. Hydromorphone, a narcotic used to treat pain, is six to seven times more potent than morphine. Children sometimes are given a half milligram of hydromorphone to control coughing, a druggist you consulted said. The druggist added that the dosage did not sound outrageous to her, but rather sounded very reasonable, as a matter of fact. The drug is generally used for pain relief after surgery or as medication before an operation, the druggist also informed you, asking that she not be identified by name, a request that you agreed to honor.

Appendix 2 - BJ PLO 1 (pretest and a posttest results)

OUT OF 100 POSSIBLE POINTS

STUDENT	PRE-TEST	POST-TEST
1	70	85
2	65	76
3	80	98
4	82	88
5	70	86
6	86	95
7	79	95

8	77	83
9	81	90
10	87	89
11	74	82
12	56	72
13	62	77
14	73	85
15	86	86
16	80	95
17	83	100
Mean	69	87

Appendix 3 - BJ PLO 6 WRI340 assessment tool (pretest and a posttest)

WRI340 – MEDIA ETHICS AND LAW / FALL 2014

NAME _____

Each question is worth one point unless indicated otherwise. There could be more than one "right" answer. Look for the answer that best reflects what we discussed in class.

1. In order to ensure college and university students get information about criminal activity on campus, Congress passes this act, requiring universities to reveal all crime reports. Campus security must maintain a log of crimes committed on campus and distribute an annual report detailing crime statistics.

- a. Digital Rights Management Act
 - b. The Clery Act
 - c. The Family Educational Rights and Privacy Act
 - d. There is no such law
2. Which of the following is NOT a right protected by the First Amendment?
- a. Press
 - b. Speech
 - c. Privacy
 - d. Petition
3. Speech Codes are extra limits to free speech imposed by colleges.
- a. True
 - b. False
4. The First Amendment gives reporters:
- a. special rights not given to average citizen such as the right to withhold the identity of a source to whom the reporter promised confidentiality
 - b. no special rights
 - c. it is unclear
 - d. none of the above
5. If a movie star dies, CNN will not have to get permission from the copyright owner to air short segments of a recent film featuring the actor because of:
- a. public domain

- b. fair use
- c. copyright licensing
- d. prior permission agreements

6. Identifying and granting ownership of a given piece of expression, _____ is designed to protect the creator's financial interest in that expression.

- a. public domain
- b. fair use
- c. copyright
- d. ascertainment

7. This allows commentators to criticize films without fear it will lead to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

8. This is the legal term indicating the press can report comments of a speaker or witness at a public event without fear it will lead to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

9. When a media outlet distributes content with knowledge of its falsity or a reckless disregard for the truth, it has acted with:

- a. prior restraint
- b. due cause
- c. lack of privilege
- d. prior review
- e. actual malice

10. The power of the government to prevent the publication or broadcast of expression is called:

- a. prior restraint
- b. actual malice
- c. prior review
- d. lack of privilege

11. The false and malicious publication of material that damages a person's reputation (typically applied to PRINT media) is:

- a. Slander
- b. libel
- c. privilege
- d. fair comment

12. According to the FCC, language or material that depicts sexual or excretory activities in a way that is offensive to contemporary community standards is:

- a. obscene
- b. pornographic
- c. offensive
- d. indecent

13. A FOIA is:

- a. A banned book

- b. Something you file with the government to obtain information
 - c. An online newsgathering service
 - d. Requires broadcasters to determine the nature of their audiences interests, convenience, and necessity.
14. Concerned that not all broadcast content is suitable for all audiences, the FCC developed the concept of _____, times of the broadcast day (typically 10:00 p.m. to 6:00 a.m.) when children are not likely to be in the listening or viewing audience.
- a. ascertainment
 - b. the traffic cop
 - c. safe harbor
 - d. the seven dirty words you can never say on television
15. Obscenity is protected by the constitution.
- a. True
 - b. False
16. Pornography is protected by the constitution.
- a. True
 - b. False
17. Copyright laws on the Internet fall under:
- a. digital rights management
 - b. public domain
 - c. ASCAP
 - d. ascertainment

18-20. Indicate which three of these six things in a news story WOULD be considered libelous, if false (and yes, the courts have ruled specifically on these issues in past cases):

1. calling a lawyer a crook
2. calling a women a call girl
3. calling a TV show contestant a local loser, chicken butt or big skank
4. saying a politician has ties to the mafia
5. bitch or SOB
6. describing someone as a menace

21. Why was the maker of the Hope Poster sued by Associated Press?

22. Stacks of the campus newspapers are taken out of racks because the issue contains a critical article about the school's president. What two kinds of crime is this?

23. When *public* college administrators have tried to shut down or take over a student newspaper because it makes too many errors or produces poor quality stories, this is what the courts have said—and why.

24. If a news outlet offers an outrageous report, gets sued but claims it was just a joke, only satire, the courts will ask *this* question to determine whether the new organization has committed libel.

25. This is the *oral or spoken* defamation of a person's character.

26. When the copyright has expired for material, it can be used without permission because it falls under this legal designation.

27. What is the *full name* of the federal agency that regulates broadcasting.

28. Name one of the three major music licensing companies.

29. A news report is protected from libel and slander even if it damages someone's reputation provided that *this* is the case.

30. A television story about child molesters may show people walking down the street. If the voice-over implies the people shown are involved in some criminal activity, even by accident, this could be considered an example of what legal concept?

31. This is the use of material on-the-air for secret pay For instance, a DJ is getting paid to play certain songs and the radio station's management is unaware of the arrangement.

32. This is the on-the-air promotion of goods or services by a TV or radio station in which someone controlling the broadcast material has an undisclosed financial interest.

33. Give an example of unprotected speech.

34. What's the difference between a public figure and a private figure, when it comes to the issue of libel?

35. In your view, who qualifies as a journalist?

36-44. Arrange these steps in the judicial process in their correct order. Put "1" beside what takes place first and so forth.

_____ Sentencing

- Trial/adjudication of guilt
- Arrest
- Appeals
- Plea bargaining
- Arraignment

45. The New York Times forbids reporters to participate in the practice of ‘quote approval.’ What is “quote approval”?

46. What is one way quote approval could get a journalist in legal trouble?

47. Like the public, journalists aren't allowed in a crime or disaster scene without approval of law enforcement. However, there is an exception in California. What is it?

48. Someone tells a journalist he or she can get illegally obtained information for an important news story. Would encouraging it to happen be considered "crossing the line" by the courts?

a. Yes

b. No

49. A TV reporter and cameraman is recording an interview in public and they inadvertently pick up a nearby conversation on the tape. One of the parties in that conversation sues the TV for invasion of privacy, claiming the TV station did not obtain his permission before recording him. What question will the California courts ask to determine whether this really is an invasion of privacy.

50. Is it legal for a journalist to enter a private residence YES NO

as long as the police say it is all right?

51. Is it legal to go through someone's trash for a news story? YES NO

52. Is it legal for a news organization to record and YES NO
rebroadcast emergency traffic from a police scanner?

53. Is it legal to for a journalist to enter a condo when the renter is absent, as long as the landlord says it is all right? YES NO

54. Is it a violation of the First Amendment for a police officer to take a protester's sign on a public sidewalk? YES NO

55. It is a violation of the First Amendment for some irate passerby to seize the sign? YES NO

56. It was September 1975 and Gerald Ford was President. As Ford left a San Francisco hotel after addressing a conference, a woman named Sara Jane Moore pulled out a gun and aimed it at the President. Billy Sipple, who just happened to be there, saw the gun and grabbed her hand just as she squeezed the trigger. He affected her aim just enough to cause the bullet to miss Ford and ricochet, hitting a taxi driver (who survived). The media declared Sipple a hero. A San Francisco Chronicle columnist outed Sipple in hopes of changing the public's mind about gay stereotypes. Sipple sued the Chronicle for invasion of privacy, along with seven named newspapers for publishing the disclosures.

How did the courts rule?

For 57-60, indicate whether the follow statements about the campus crime log and yearly crime report is true or false.

57. The rules apply to public but not private colleges.

a. True

b. False

58. The crime log for the most recent 60 days must be available to the public during normal business hours.

a. True

b. False

59. The crime log must include the nature, date, time and general location of each crime.

a. True

b. False

60. The yearly crime report is due by the end of each calendar year.

a. True

b. False

61. You are at a press conference of the Vice President of the U.S. and you are in a place where you are not supposed to be standing. You are told by the VP's people to erase the photos you have taken. If you decide not to comply, what law will you base your argument on?

62. If you know prosecutors have charged someone with a serious crime, why is it significant to offer the accused person a chance to respond?

63. The FCC requires all radio and TV stations to have their “public files” available to the public during business hours. One of these files is the Quarterly Needs file. What goes in this file?

64. xx

65. Is undercover reporting legal in the United States?

66. Do you think it *should* be legal? Why?

67. Is it ever right for journalists to be deceptive when working on a story and if so, under what conditions?

68. xxx

69. What is the key question the courts will consider related to trademark infringement?

70. What is DRM?

71. Which involves threats or violence? Theft, burglary, or robbery?

72. Why would many news organizations have a problem with one of its journalists starting a story with, "Bob Smith was arrested for drunk driving"?

Explain what area of media law each of these three cases impacted and how.

73. FCC v. Pacifica

74. Food Lion, Inc. v. Capital Cities/ABC, Inc.

75. New York Times v. Sullivan

Aristotle was the first person to systematize the rules of logic. He identified two forms of logical inference:

76. _____

77. _____

78. This type of reason yields probable conclusions. It moves from the particular to the general. An example would be moving from "This swan is white" to a general conclusion like "All swans are white." One of the characteristics of such inductive arguments is that you expect that the future will resemble the past. This type of reasoning is called:

79. As with the scientific method, this type of reasoning starts with a conclusion that is tested. It moves from the general, to the specific. An example would be moving from a general conclusion like "All swans are white" to a particular like "this swan is white." This type of reasoning is called:

The Greek philosopher Aristotle came up with three laws of thought. Match the correct law with its name.

80. _____ The principle of contradiction

81. _____ The principle of identity

82. _____ The principle of the excluded middle

a. This principle asserts that everything is equal to itself. Ex: "X is equal to X"

b. A statement cannot be true and false at the same time. Ex: "It is raining and it is not raining." Statements of this form can never be true.

c. This law says that a statement must be true or false. Ex: "It is raining or it is not raining." It is either raining or not; there is no third or "middle" possibility.

T F 83. Cogent reasoning is arguing from premises, supported by evidence to a valid conclusion.

T F 84. A fallacy is an argument that should persuade a rational person to accept its conclusion.

85. "Sugar is an essential component of the body, a key material on all sorts of metabolic processes," is an example of this type of fallacy:

- a. Inconsistency
- b. Doubtful Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

86. "President Obama is a great communicator because he had the knack of talking effectively to the people," is an example of this type of fallacy:

- a. Inconsistency
- b. doubtful Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

87. "Have you stopped beating your wife?" is an example of this type of fallacy:

- a. Inconsistency
- b. doubtable Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

88. "She does not deserve reelection; her husband had a gambling addition," is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

89. "If you don't vote this way, you hate children" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

90. "Who cares what that fat loudmouth says about the health care system?" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)

d. Bandwagon Appeal

e. Non Sequitur

91. "This new phone is everyone's must have item. You need one!" is an example of this type of fallacy:

a. Guilt by Association

b. Ad Hominem Argument

c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)

d. Bandwagon Appeal

e. Non Sequitur

92. "It turns out that people who get into car wrecks have eaten hamburgers sometime in the week prior to the accident. Therefore, eating hamburgers causes accidents!" is an example of this type of fallacy:

a. Guilt by Association

b. Ad Hominem Argument

c. Fallacy of accidental correlation (or Oversimplification

or Post Hoc Fallacy)

d. Bandwagon Appeal

e. Non Sequitur

Short Essay- 8 points

The US Constitution mentions only one industry by name as deserving special protection: The press. The first amendment explicitly states that "Congress shall make no law.. abridging the freedom of speech, or of the press."

What is one key challenge facing this freedom? Where do you see potential roadblocks or potholes for the First Amendment right to free speech and the press right now in the U.S.?

BONUS ESSAY QUESTION

The following essay question will only be counted if you are “on the bubble” between two grades. *Write your name below* and your answer on the back of this piece of paper.

The US constitution mentions only one industry by name as deserving special protection: The press. The first amendment explicitly states that “Congress shall make no law.. abridging the freedom of speech, or of the press.” In the space below and on the back of this paper, formulate an argument about one key challenge facing this freedom. Where do you see potential roadblocks or potholes for the First Amendment right to free speech and the press right now in the US?

Appendix 4 - BJ PLO 6 WRI340 (pretest and a posttest results)

OUT OF 100 POSSIBLE POINTS

STUDENT	PRE-TEST	POST-TEST
1	80	95
2	77	80
3	65	80
4	80	85
5	70	85

6	60	75
7	75	95
8	77	90
9	81	100
10	87	95
11	74	98
Mean	75	89