

Здравствуйте!

CULTURAL JOURNALISM:
Artistic Intersections With Society & Politics

Mara Jevera Fulmer

Professor & Fulbright Specialist

Mott Community College • Flint, Michigan USA

Day 1

Let us get
acquainted!

Introduce yourself!

A good opportunity to
practice English ...

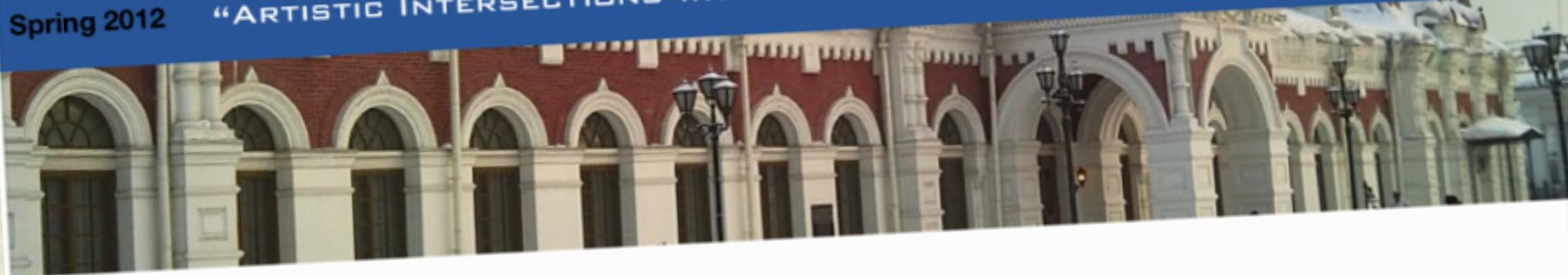
and teach me how to
pronounce your
name!



Stanley, my old oversized Borzoi who passed away a year ago.

Spring 2012

“ARTISTIC INTERSECTIONS WITH SOCIETY AND POLITICS”



COURSE DESCRIPTION:

Cultural journalists play an important role as interpreters of artistic expressions, providing a meaningful connection to the community at large. The purpose of this short course is to provide students with an introduction to basic journalistic writing skills while enhancing their ability to creatively and effectively bridge the arts to society. A variety of examples of media will be examined and students will begin to develop their own journalistic voice through a series of activities and assignments. Issues of artist intent, social and political ramifications, cross-disciplinary artistic collaborations, and how cultural context can impact the effective responses to art in society.

Now... What about this course?

Syllabus... Expectations...

Yours and mine.

Let's begin...

What IS cultural journalism?

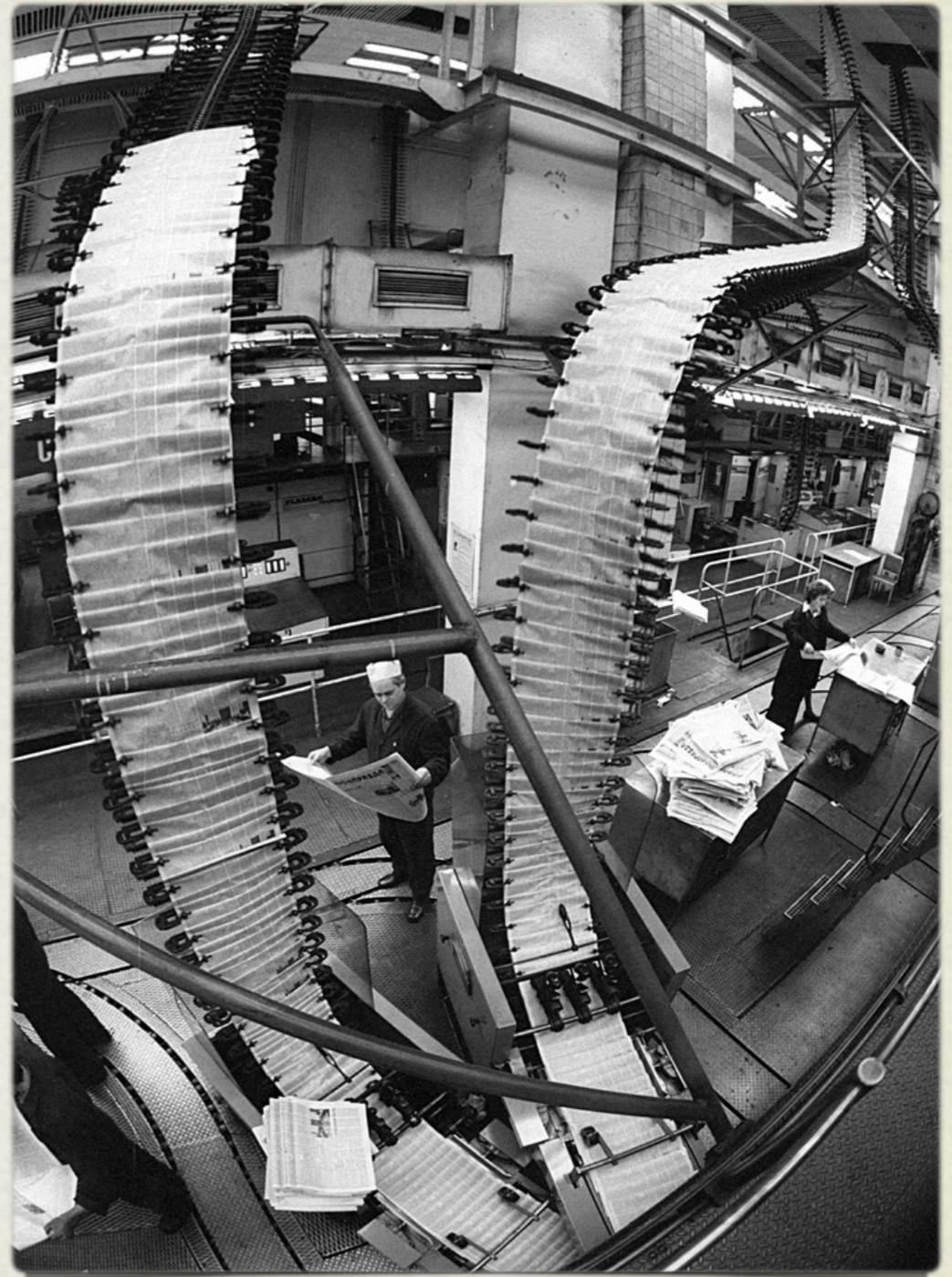


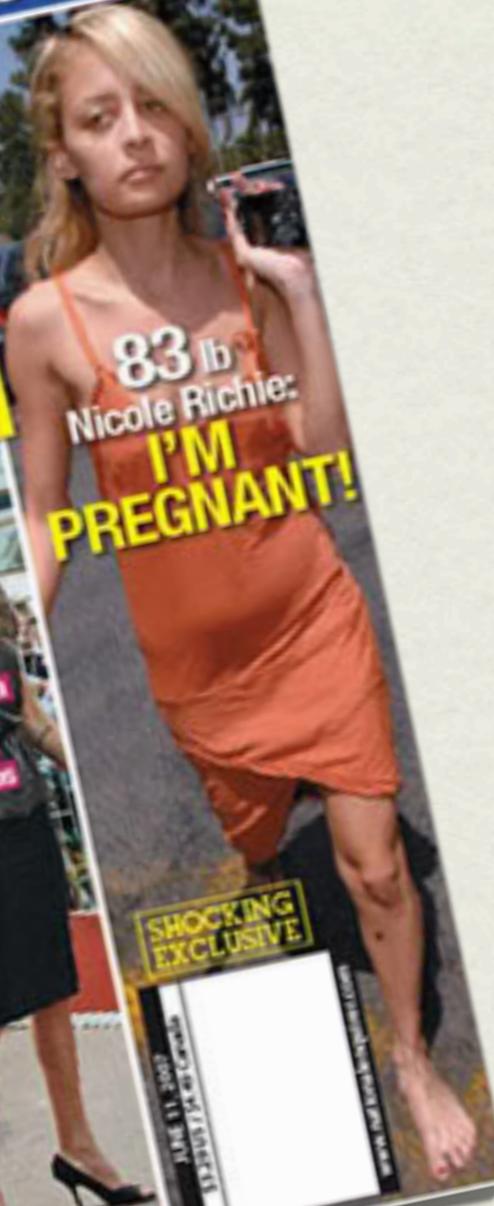
Photo: Pravda newspaper presses

EXCLUSIVE RUDY GIULIANI: NEW MISTRESS SCANDAL!

**Oprah's father:
THE SECRET
CONTENTS OF HIS
BOOK ABOUT HER!**

**Just 2 months after divorce...
HEATHER IN
ALCOHOLICS
ANONYMOUS!**

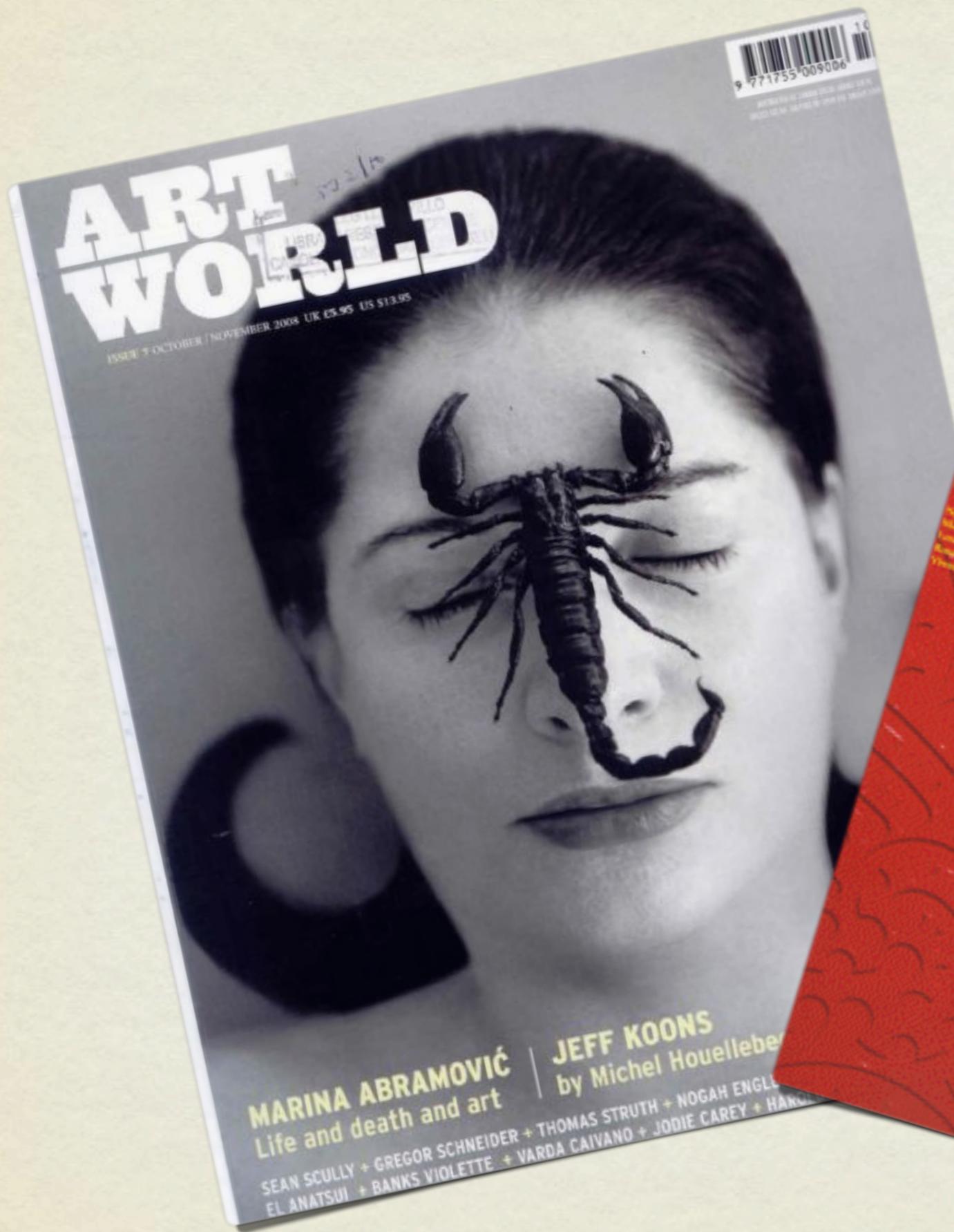
NATIONAL ENQUIRER
HOLLYWOOD'S DEADLY SKIN & BONES DIET
Stars risking their lives to be thin



Is it this?

Or...
maybe this?

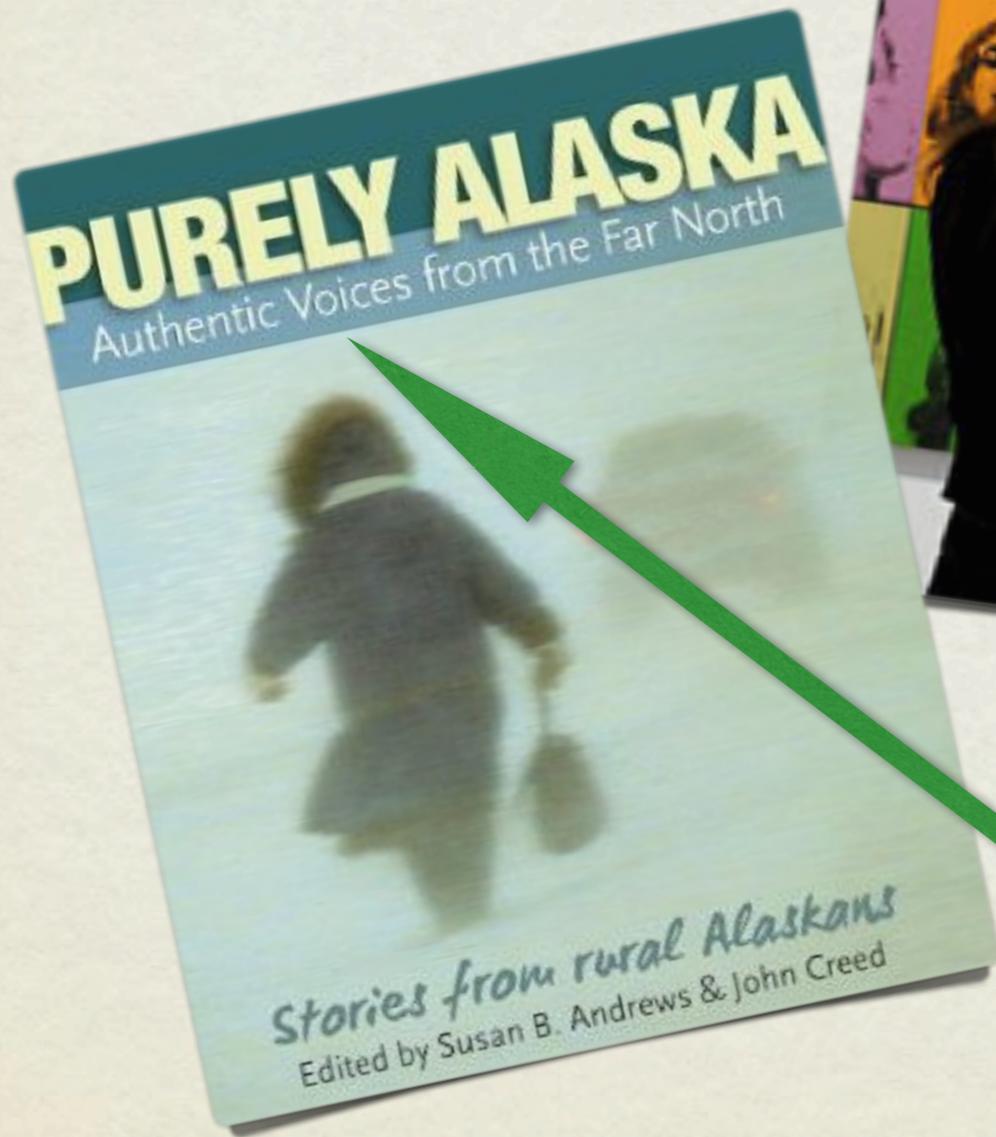




I'd like to think it
COULD be this!



Or this...



*(I don't think Sarah Palin's
view of Russia from her house
would qualify!)*



But it could
also address
this....



Artwork by iuriko - <http://iurikothe.deviantart.com/>

A cultural journalist...
can be the bridge between art, society,
politics, and audience.

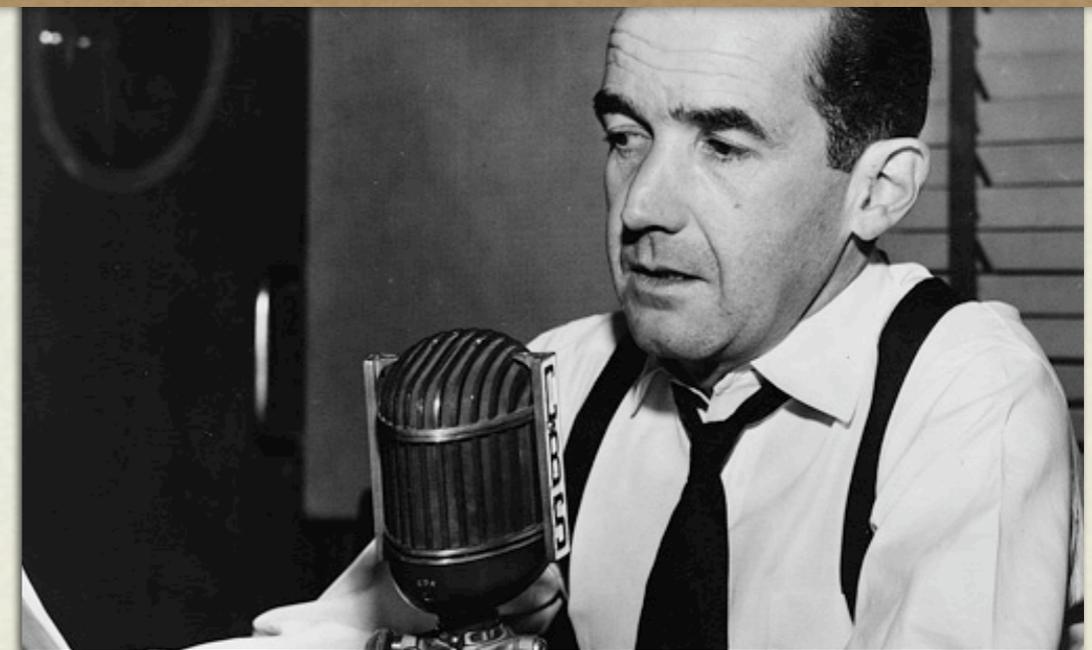
Influential journalists from the past...



Bob Woodward and Carl Bernstein
- a burglary leads to a president's resignation



Rachel Carson - Biologist turned writer
"Silent Spring", 1962



Edward R. Morrow - War Correspondent
in Europe, WWII

THE FOURTH ESTATE

A NEWSPAPER FOR THE MAKERS OF NEWSPAPERS

Vol. VII, No. 187

CHAS. F. WEISSER,
EDITOR AND PUBLISHER

NEW YORK, THURSDAY, AUGUST 26, 1897

PUBLISHED \$2 A YEAR IN
ADVANCE. 10 CENTS

NEWS OF WEAVER.

HIS YACHT NORMA SEIZED IN
BRITISH WATERS.

HE NOW PROPPOSES TO RUN A GREAT
DAILY IN LONDON.—PROGRESSIVE FOR-
CHASERS OF FOREIGN AND A LIBERAL
DEMAND FOR AMERICAN JOURNAL-
ISTS—A NEWSPAPER "CASTLE IN
THE AIR"—WEAVER IS STILL
ACTIVE.

Some time ago THE FOURTH ES-
TATE announced the departure of N. J.
Weaver on his yacht Norma. From all
sources just in hand from London it ap-
pears that the yacht, which has been
lying at Gosport, England, for some
time, was seized for debt there last
week, but released on Saturday on the
payment of considerable money to
those levying the attachment.

The Norma was still in the hands of
Weaver, who has for some time been at
work in England with schemes which do
not seem to be looked on with favor by
the British. It is claimed that a mem-
ber of the so-called "circle" of Lon-
don has been ordered to leave the
Norma, and in almost every in-
stance have lost money at play to the
tune of several hundred pounds.

Weaver had been staying for a num-
ber of months at the Hotel Cecil, Lon-
don, which has been advertised quite
openly in American journals. He re-
cently told his acquaintances at the hotel
that he is about to start a great daily
morning newspaper in London, which
he intends to make a rival of the Times
and Telegraph.

It is asserted that American presses
have been ordered, including color
presses for a Sunday edition, and that
more than twelve New York journalists
have been engaged, and are expected to
start for London within a week or two.
Printing machinery men and others
who have been in correspondence with
Weaver should realize at once that their
chances in the matter are doubtful, and
that it is unlikely that there will be
peace either in building machinery for
the alleged London daily or in starting
for London on the chance of securing
lucrative employment on it.

Weaver has been giving voluminous
accounts of himself and his future in
those he has met in London, and the
most of his plans are indubitable in
view of what has happened on this side of
the ocean. He has already given out
that he has grown weary of his wander-
ing around the world on the yacht, and
thinks that running a morning daily in
London will just about suit him.

HOUSTON'S PENNY PAPER.

The Houston Penny Sheet is the name
selected for a small afternoon paper
which has recently appeared. J. E.
McLendon is the founder, proprietor and
proprietor.

The paper is sold for a penny on the
streets and to regular subscribers, and
at the head of its columns are these
words: "Published every afternoon for
the shareholders of Houston."

The subscribers are to have half of the
circulation and subscription, and are to
handle back under the supervision of the
proprietor.

It will be strictly a local paper and
started out with experienced hands in
each department.

Mr. McLendon has had valuable ex-
perience in the various departments of
many leading dailies, in the mechanical
as well as other departments.



ADOLPH S. OCHS,
PUBLISHER OF THE NEW YORK TIMES.

A WELL-KNOWN NEWSPAPER MAN HONORED.

Colonel Clayton McMichael, proprie-
tor of the Philadelphia World American
and a director of the Associated Press,
has been nominated by the republicans of
Philadelphia for the office of city
treasurer. All of the newspapers—re-
publican, democratic and independent—
made complimentary comment upon
Colonel McMichael, referring in eulogic
terms to his career, beginning with
his entrance in military service at the
outbreak of the war (since he was sev-
enteen years old) in probably the most
well-known office of the regular
army, and continuing to the present
through a lifetime of prominence in mil-
itary affairs, in politics and in active life.

There can be no doubt whatever as to
the election of Colonel McMichael, at
every fraction of his party united in de-
manding his nomination, which was
voted upon in a way that made it an
strife.

DANA EXPECTS LONG LIFE.

Charles A. Dana, editor of the New
York Times, who has been 61 at his country place at
Green Cove, is much better. He says:
"My family is long-lived. My father
lived to the age of eighty-seven; his
father's age I do not know exactly, but
he was a very old man. I am but
seventy-eight, and must live a good
many years yet to maintain the reputa-
tion of the family." He gives out daily
ing daily and is on the road to recovery.

NEW YORK TIMES.

ONE YEAR UNDER THE MAN-
AGEMENT OF OCHS.

A SHARPENED PROPERTY SAVED FROM
RUIN BY THE GENIUS OF AN ABBEY
PUBLISHER.—THE TIMES PROGRESSES
BECAUSE THERE IS A FIRM HAND AT
THE HELM—A PERIOD THAT WAS
FILLED WITH HARDS AND SUCCESSFUL
ENDURANCE.

Adolph S. Ochs purchased the own-
ership interest in the New York Times
a year ago last Wednesday. The year
that is gone has not been lost, for the
successful publisher of the Chattanooga
Times, since the days when he was a
best-regarded newspaper office boy,
through the various experiences in his
advancement, up to the time when he
gained the New York Times, has been
continuously busy, though never so hard
worked as during the past year.

He took hold of the Times at its
lowest ebb, since the decline following
its immense prosperity. The Times was
then a newspaper with a great name,
sustained by valiant public service, but a
business proposition with its judges
showing only a distressing fatal side.

Under his skilful control the Times
has been carefully nurtured until with
"all the news that's fit to print"
its strength regained it is a great paper
on a jarring basis, with a substantial
circulation among people who are slow
to buy. It is therefore again a strong
advertising medium.

THE FOURTH ESTATE extends its
congratulations to Mr. Ochs, welcoming
him among the select who have suc-
ceeded through their genius for hard
work and we join with a great number of
other newspapers in expressions of en-
thusiasm for Mr. Ochs and the hope for the
continued success of what was a year ago
a seemingly impossible proposition.

FRIENDS ASSOCIATION NEWS.

The Eastern Press Association of New
York has filed a certificate of incorpo-
ration with the secretary of state. The
object of the company, as set forth in
the certificate, is to sell and distribute
news to newspapers, to deal in mag-
azines, journals and newspapers, and to
publish the same. The capital stock of
the company is given as \$25,000, and
business will be begun with \$1,000.
The incorporators are J. Edward Carter
and Ann Edmonds, of New York, and
Charles M. Sizer.

The Rochester (N. Y.) Times has
joined the News Publishers' Press Asso-
ciation.

PREFERENCE FOR NEWSPAPER ADVERTISING.

It was decided at a recent meeting of
the National "messengers" association of
Cleveland, O., to do away as much as
possible with the use of lithographs, and
instead to use newspaper advertising
material. It is hoped to reduce the cost
of advertising at least 25 per cent. This
season and do away with it altogether
next year.

AN EDITOR IS HONORED.

The President has appointed William
K. Holloway, of Indiana, formerly busi-
ness manager of the Indianapolis News,
to be Consul-General at St. Petersburg,
Russia.

WORLD AND RUSSORS ABOUT IT.

A report gained currency in New
York last week to the effect that there
had been an unusually severe shake-up
on the New York World and that in the
chain of changes most remarkable things
had happened.

E. O. Chamberlain, who has had com-
plete charge of the editorial management
of the World and the Evening World,
will soon start for a six weeks' trip
to Europe, and Bradford Merrill had
assumed his important duties. This gave
ground to the report.

The rumor was that Chamberlain had
resigned and that Merrill was his suc-
cessor. This is absolutely denied in the
World office, where there is seemingly a
lively family of able newspaper men in
which quarrels are no more frequent than
in other establishments dominated by
loyalty to the paper.

THE STATE PRINTER BUYS A LITHOTYPE.

The lithotype machines recently used
by the Tacoma Office have been sold by
the manufacturer, one to Aldon S. Hin-
shon, of the Seattle Times, the other to
Gavin Hicks, state printer.

Colonel Hiltner will place his machines
in the Times office alongside the two he
has already, and Mr. Hicks will set his
up in the new state printing office.
The state printer has recently had
trouble with his companions. His ap-
pointment that he secured the machines as a duty
on public economy.

The Fourth Estate

In the USA, the press is...

- Independent of Government
- Constitutionally Protected

"ARTISTIC INTERSECTIONS WITH SOCIETY AND POLITICS"

ASSIGNMENT # 1: CREATIVE BLOG PROJECT - EXPLORATIONS AND INFORMATION GATHERING

OVERVIEW:

Cultural journalists begin their work by gathering information. In this first and ongoing assignment, you will develop a blog (public or private) using an approved online blogging format. The blog will be used by you to house the materials you find in your research about a cultural subject that is of particular interest to you from in and around Ekaterinburg. The blog will serve as a creative research tool and warehouse that will later be used to complete the final assignment (#5) for this class.

Assignment #1 - the blog project

Creating a place to gather thoughts.

Professor Kegan will assist those who need help setting this up.

Faculty in English will assist those who want help writing in English.



Part of Zhan Wang's installation "My Personal Universe" at the Ullens Center for Contemporary Art in Beijing.

A reading for
inspiration...

Spring 2012 "ARTISTIC INTERSECTIONS WITH SOCIETY AND POLITICS"



ASSIGNMENT #2: CRAFT IN AMERICA - A SHORT ARTICLE

OVERVIEW:

Interpreting the connection between what an artist creates and the roots of their creativity can be important to building a stronger appreciation for the work. A cultural journalist will play an important role in making those connections more accessible to the general public. In this project, you will view selected segments from an American Public Broadcasting System (PBS) series title Craft in America which highlighted master crafts people under basic themes of memory, landscape, community, origins, process, messages, family, and threads. The objective of the series was to bring to the audience a more approachable yet deeper representation of the arts in America. In this project, after viewing the video, you will write a short article to that introduces the subject to others.

Assignment #2 - Craft in America

A short article to learn some basics.

Faculty in English will assist those who want help writing in English.

CRAFT IN AMERICA

a journey to the artists, origins and techniques of American craft

Episode III. Community

More often than not, the act of creation is ultimately a solitary affair. Artists have to face down their "blank page", that tabula rasa for ideas, concepts, and executions, and do something with their piece of raw material - clay, glass, wood, metal or fiber. As the artist Chuck Close puts it, "Inspiration is for amateurs; the rest of us just show up and get to work."

Yet, while facing down their demons, craft artists know they are not alone. They have the ongoing experience of community as support group. Traditions prevail. When dozens of countries gave us their tired, their poor and their huddled masses, they also gave us a rich tradition of craft that lives today - in big cities and small towns - wherever cultures have come, stayed and called home.



Denise and Sam Wallace, featured in the Community episode have passed on their passion of jewelry onto their children, Dawn and David.

Community is religious. **The Shakers**¹ instill a way of doing things with ethics and a higher spirit. They are evidence of the inseparability

A reading for help reviewing
documentary video...

A few
journalism
basics to get
you started...



Who?

Who are the
main characters
involved?

What?

What are they doing?

What is it (the art, story, sub-story) all about?

What is relevant about their work for the audience you may write for?

Where?

Where is all of this
going on?

Where did it come
from?

Where will it go from
here?

Why?

Why is this work being
done?

For whom?

Was it inspiration?

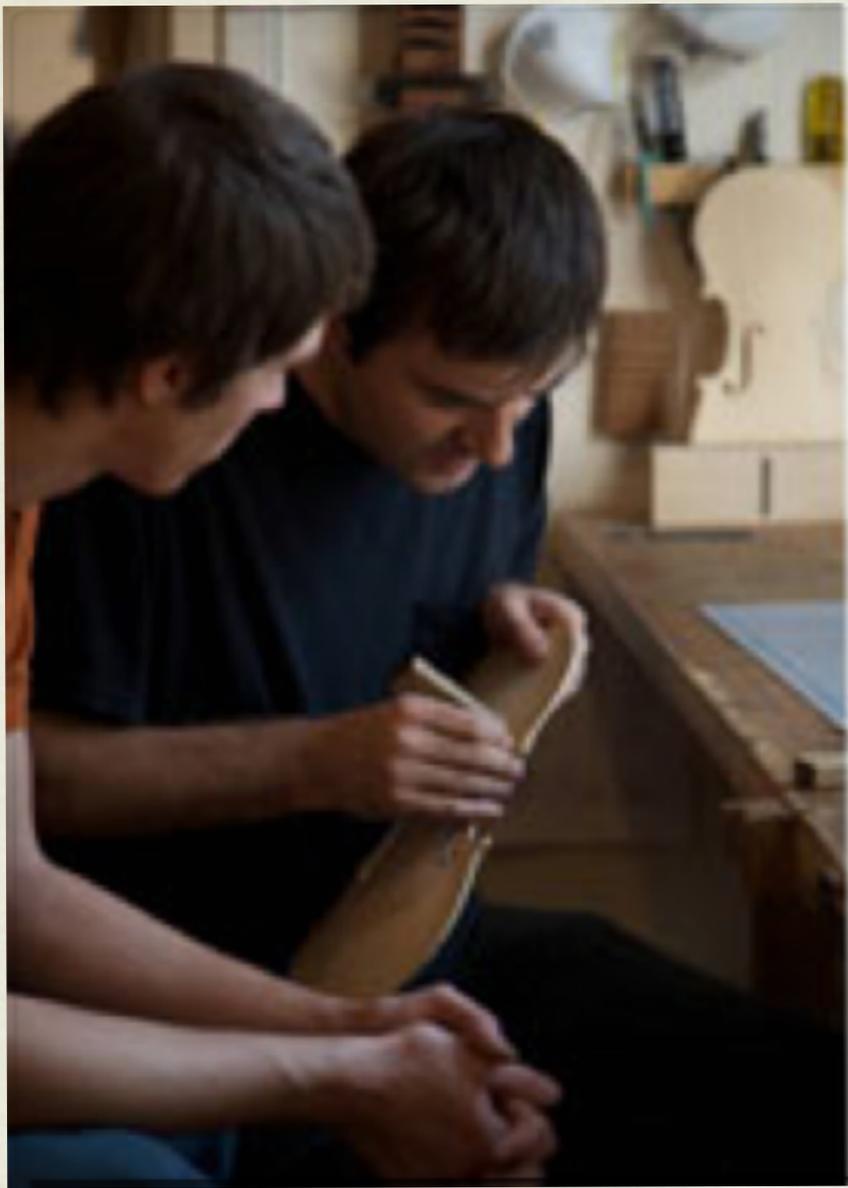
A personal experience?

How?

How is it being done?

Collaboration?

Study of particular subject?



Let's watch selected episodes from...
Craft in America

Small group discussions

Pick one or two episodes you found interesting that you might want to write about.

Share your thoughts with each other. Did someone see something others missed?

A group leader can report back to class.

Assignment Questions?

The blog assignment?
-- ongoing, preparation
for final assignment #5.

The Craft in America
assignment?
-- write 200-300 word
article.
-- due at start of next
class meeting.

See you next week!
Спасибо

до свидания!