

Mass Media and Diversity

JOUR 7320/8320-01, M50

Spring 2011

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326 MJB

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5:30-8:30PM CT R

COURSE-SPECIFIC REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Research and analysis of the relationship among mass media, women and minorities

TEXTBOOK:

Gender, Race and Class in Media edited by Gail Dines & Jean M. Humez, (3rd edition) Sage Publications, 2011.

COURSE OVERVIEW:

This course is designed to increase your sensitivity to the biases and stereotypes that are among the fundamental tools we use to comprehend the complexities of our social interactions and norms.

In particular, we will examine and explore the overt messages that we receive from the popular media about the characteristics and status of various minority groups, and the ways we incorporate those generalizations into our understandings of the world.

When used in its statistical sense, the term minorities refers to groups that are smaller in number, less than the majority. It has often been applied to persons of color in the United States because as individual groups, African Americans, Hispanics, Asians and Native Americans do not constitute a major percentage of the national population. The term minority has become a convenient semantic umbrella under which to place any group that is not white. In addition, the term minority has as readily been applied to persons of underrepresented religious groups and sexual orientation, as well as to women.

Like most labels, the term is misleading. It misleads us to believe that those whom we call minorities are not only few in number, but somehow less important or valuable. It can suggest that the issues and problems of the minority are not as pressing or worthy of solution as those of the majority. And in a democratic society dependent upon majority rule, the term minority inheres a fundamental lack of authority, control and rights.

In addition, the term minority as it is used to describe ethnic and racial minorities, is, in many cases, no longer a statistically accurate term. In many parts of the United States, the very peoples commonly referred to as minorities in fact constitute the majority of the population when they are considered as a single group.

We are, by tradition and culture, the world's melting pot. Many people who—because of differences in race, ethnicity, legal status, sexual orientation, cultural or religious tradition—have yet to blend into the mainstream, or to contribute their uniquely valuable traditions and voices to the society as a whole. It is the focus of this course to examine the history and current status of these groups and to explore the ways that the media create and support social biases toward them.

COURSE OBJECTIVES:

- To research and analyze the relationship between gender, race, class and sexual orientation and the mass media.
- To encourage students to a greater awareness of the functions and effects of the mass media on society in the 20th century with particular emphasis on the print and electronic media as they relate to gender, race, class and sexual orientation issues.
- To trace the history and evolution of minorities' coverage by and participation in the mass media.
- To observe and analyze the portrayal and image of minorities in the mass media.
- To sensitize students to the impact of the spoken and written word.
- To collect and compare research data on how the spoken and written word are being used and their effect on the image of minorities.

CLASSROOM FORMAT:

This course is a seminar; therefore, all students are expected to have read all assignments and to have completed all assignments designed to stimulate class discussion.

GRADING:

- Weekly readings 20% (participation); 20% (written answers to discussion questions)

We will focus during regular class on the assigned readings. Students will be expected to come to class prepared to discuss the readings. Answers to discussion questions are due via email by 1PMCT before class begins.

- Research paper 40%

Individual research on some aspect of the topic, resulting in the creation of a major academic paper with original research

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

Plus and minus scores will be given.

ONLINE PROTOCOL FOR SYNCHRONOUS CLASSES:

- First, take time to familiarize yourself with Wimba, the software that the University will be using for online class meetings this semester. You'll find two links to be especially helpful:
 - Wimba Classroom Getting Ready Guide
<http://www.wimba.com/assets/resources/WC_Getting_Ready_Guide.pdf>
 - Wimba Classroom Student Participant Guide
<http://webhelp.wimba.com/WC/v6_1/Participant_Guide/>
- Second, make certain you understand how Wimba functions. The software is not a radical departure from Wimba Voice. If you have difficulties, please contact the Wimba help desk for answers to your questions (available 24/7). All you need do is get to a point at which you're ready to participate when the class meets for the first time.
- Third, test the audio and video components. You'd be best served by using a headset with a boom microphone. Reason: the headset will keep the mic at a constant distance from your lips, producing consistency in sound quality, which everyone will appreciate.
- Fourth, your instructor will send you a website address via email for your individual class.

(866) 350-4978 (USA/Canada)
0800 007 6788 (UK)
(703) 956-3917 (other)
technicalsupport@wimba.com
www.wimba.com/technicalsupport

RESEARCH PAPER:

Your research paper of between 4,000 to 4,500 words (count only text, not cover sheet, abstract or endnotes) is to be based upon individual research conducted by each student on some aspect of the course. Research must be original, but the interpretation of the findings must reflect an appropriate review of the literature. Paper topic ideas must be approved by the instructor and are due via email Feb. 3. Because IRB (Institutional Review Board) usually requires several weeks, I would strongly suggest that your research not include interviewing human subjects. A content analysis, for example, would not require IRB approval. See:
<http://www.memphis.edu/irb/index.php>

For your citations style, you must use the Chicago Manual of Style, 14th or 15th edition. You **MUST NOT** use APA or any other parenthetical reference style for your paper. Your papers will be graded on content, including writing quality, comprehensiveness of research, adherence to complete and proper citation style, grammar, punctuation and spelling. All of these will be analyzed to determine a final paper grade. When writing your paper, you must attribute all direct quotes. Don't just drop them into the middle of the text with only a footnote number. Give direct quotes their own paragraph. Avoid overusing long or block quotes. You will have a cover page with appropriate information. Within your paper, you will have an introduction, a review of pertinent literature, research questions or hypotheses, method, findings and discussion.

YOU MAY NOT CITE YOUR TEXTBOOK OR ANY OTHER TEXTBOOK, AND WIKIPEDIA IS NEVER AN ACCEPTABLE SOURCE.

You must use a minimum of 25 acceptable sources—traditional, scholarly sources, such as journal articles and scholarly books (OTHER THAN TEXTBOOKS), and a significant number of

your sources (85%) must scholarly. A limited number of popular magazines, newspapers and professional publications may be used.

For a complete list of journalism and mass communication scholarly journals see <http://www.aejmc.com/home/publications/> and www.aejmc.com/home/publications/division-journals/

AEJMC MEETING

All papers will be submitted to the 2011 AEJMC Convention. You must follow the 2011 Call for Papers. See <http://www.aejmc.com/home/wp-content/uploads/2010/12/2011-AEJMC-Conference-Paper-Call.pdf>

The 2011 AEJMC conference is in St. Louis, MO and the University has funds to help graduate students attend and present research.

If you don't follow the directions EXACTLY as described in the "Call," your paper will not be reviewed. Additionally, you may submit your paper to any division or interest group (not law). I would suggest that you look at all of the areas and the submission and acceptance rates.

OTHER ISSUES:

- Students in this department are preparing for careers in which adherence to professional standards is a prerequisite to success; therefore, students will be expected to conform to practices which will in large part govern their professional success. Those standards include, but are not limited to:
- Keeping with job requirements;
- Punctuality in attendance and completion of assignments;
- Acting responsibly in keeping with all obligations.
- Students' literacy is assumed. Mistakes in spelling, structure, language and punctuation will produce grade reductions.
- All assignments are due on the day assigned.

TENTATIVE TIMETABLE

DATE	READING/INFORMATION
Jan. 13	Introduction
Jan. 20	Part I A Cultural Studies Approach to Media
Jan. 27	Part II Representations of Gender, Race and Class
Feb. 3	No Class/Traveling Paper topic due
Feb. 10	Part III Reading Media Texts Critically
Feb. 17	Part IV Advertising and Consumer Culture
Feb. 24	Part V Representing Sexualities
March 3	Part VI Growing Up With Contemporary Media
March 10	Spring Break
March 17	Part VII Is TV for Real?
March 24	Part VIII Interactivity, Virtual Community and Fandom
March 31	Paper due
April 7	Paper presentations
April 14	No Class/Traveling
April 22	Paper presentation
April 28	Study Day

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously

and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.