

**Mass Media/Diversity/Society**

JOUR 4702/6702-001

Spring 2015

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION**

Advanced study of recent, critical issues faced by mass media with exploration of complexities that cause them and their impact on society

**PREREQUISITE:**

None

**TEXTBOOK:**

Gorham J. (Editor); *Annual Editions: Mass Media* 12/13 (18th ed.). New York: McGraw-Hill Higher Education. ISBN 978-0-07-805124-1

**COURSE REQUIREMENTS:**

You are required to read the assigned text, take announced quizzes, when given, from the assigned readings, and engage with instructor, guest speakers and other students during class periods on assigned reading material and other information presented. You also will be given outside writing assignments on various topics discussed in class. Assigned readings from the textbook are listed below. It is also imperative that you attend class. Extra credit will be given for perfect attendance. Missed quizzes and exams cannot be made up except in very usual circumstances.

- Journalism is all about meeting deadlines. No late work will be accepted. If you do not complete an assignment, quiz or exam by the specified time, that assignment or exam will receive a zero.
- If you arrive late for class on the day a quiz is given, and the quiz has been completed, you will not be allowed to take it and will receive a zero.
- You should do the assignments in the following order:
  - Read the assignment
  - Be prepared to discuss in class
  - Take the quiz in class for that assignment

**GRADING:**

Grading for this class will be on a point system. Assignments and quizzes are worth between 50 and 200 points each. If you miss more than one or two quizzes and outside assignments, it will adversely impact your final grade significantly.

- A: 900 points and above
- B: 800-899 points
- C: 700-799 points
- D: 600-699 points
- F: 599 and below

There will be a mid-term exam and final exam for this class. Each is worth a maximum of 200 points. The final paper also is worth a maximum of 200 points.

**ASSIGNED READINGS: (All from the Gorham text listed above)**

It is best to read these in order, and by the group assigned, as they generally relate to one another. It is also recommended that you read the set of articles, then study them over a bit. They will be discussed at length in class along with related issues from other sources.

**ATTENDANCE FOR JOUR4702**

It is imperative that you attend each scheduled class session. You will not be allowed to make up any missed quizzes. Major exams cannot be made up without a valid excuse. The instructor has the discretion to reject any excuse. Final letter grade will be reduced for any student who has more than 5 unexcused absences.

**TENTATIVE CLASS SCHEDULE**

*(Dates and topics are subject to change)*

- Jan. 21: Introductions, discussion of syllabus and topics to be covered.
- Jan. 23: Discussion of Article 1. Have the assigned textbook by today.
- Jan. 26: Discussion of Articles 2 and 3.
- Jan. 28: Article 4.
- Jan. 30: Quiz on Articles 1-4; Plus discussion of a recent issue in journalism related to assigned readings.
- Feb. 2: Guest speaker to be announced. Be prepared to question speaker and engage in subsequent discussion.
- Feb. 4: The power of podcasting, a discussion led by graduate assistant Zach Losher Articles 5 and 6.
- Feb. 6: No Class (Tennessee Press Association meeting).
- Feb. 9: Discussion Articles 5 and 6
- Feb. 11: Article 7.
- Feb. 13 Article 8.
- Feb. 16: Article 9.
- Feb. 18: Quiz on Articles 5 through 9; Begin discussion of Article 10.
- Feb. 23: Complete discussion of Article 10; Discussion of Article 11.
- Feb. 25: Articles 12 and 13.
- Feb. 27: Articles 15 and 16.
- March 2: Quiz on Articles 10, 11, 12, 13, 15, 16; Begin discussion of Article 17 and 18.
- March 3: Extra credit for attending First Amendment Lecture at 6 p.m. in University Center
- March 4: Articles 19, 20 and 21.

- March 6: Mid-term Exam; First outside paper due from graduate students.
- March 9, 11 and 13: Spring Break
- March 16: Article 22.
- March 18: Article 23.
- March 20: Articles 24.
- March 23: Article 25.
- March 25: Article 26.
- March 27: Quiz on Articles 22 through 26; tentative guest speaker.
- March 30: Articles 27 and 28.
- April 1: Article 29.
- April 3: Article 30.
- April 6: Article 31.
- April 8: Article 32.
- April 10: Quiz on Articles 27 through 32; Discuss Article 33.
- April 13: Discussion of the role of social media in journalism.
- April 15: Major paper due from graduate and undergraduate students; Guest speaker discussing the future of social media in journalism.
- April 17: Article 34.
- April 20: Discussion of citizen journalism.
- April 22: The role of opinion journalism.
- April 24: Quiz on Article 34, citizen journalism, opinion journalism.
- April 27: Discussion of special assigned reading.
- April 29: Last class meeting; Review for Final.
- FINAL EXAM TO BE ANNOUNCED

### **GRADUATE STUDENTS**

You are required to write two papers in this class, properly cited in APA format, one in an assigned issue related to the State of Mass Media in 2015; the other on a mass media issue of your choice. You also may be called on from time to time during class sessions to help lead discussions as assigned by the instructor.

### **FINAL PAPER**

Undergraduate students will be assigned a final paper. The deadline for both the graduate and undergraduate final paper is at the end of class on Wednesday, April 15, 2015. The final paper will be no longer than 8 pages of text, double-spaced, in 12 pt. Times New Roman font, plus the references list.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

### **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 <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific 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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

### **ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. 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 to coordinate reasonable accommodations for students with documented disabilities.

### **DIVERSITY:**

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

### **AP STYLE AND GRAMMAR:**

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

## **FIVE PILLARS OF EDUCATION IN JOUR4702**

- *Professionalism:* Lectures and discussions in this class will include sessions about ethical decision making, media law and proper use of social media in journalism to help students learn to conduct themselves professionally. The instructor and occasional guest speakers often include professionalism in their talks.
- *Writing:* Through lectures and guest speakers, students learn the importance of good writing skills.
- *Multimedia:* A significant portion of this class focuses on multimedia in all segments of journalism and how it has changed the landscape of news gathering, presentation and immediacy.
- *Critical Thinking:* Students discuss the effects of media on society.
- *Media Literacy:* Students engage emerging and legacy media platforms to understand the changing media audience, including diversity in all of its forms.

## **ASSESSMENT**

### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET IN J4702/6702:**

#### **Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):**

- Students will learn to identify issues and analyze the manner in which issues impact journalistic disciplines.
- Student will be able to reach logically thought-out conclusions about how issues should be dealt with in specific settings.
- Students will critically examine, discuss and monitor the “how” and “why” behind the coverage of issues.

#### **Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**

- Students will be assigned a current issue to monitor during the semester. Findings will be shared through an oral/written presentation to the class.
- Throughout the course students will participate in discussions involving issues that are covered in the media.
- Students will demonstrate their knowledge through successful completion of a series of quizzes over assigned readings materials.
- Working in small teams, students will take part in least one in-class debate on a controversial mass media issue.

### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 4702/6702:**

#### *Awareness:*

- Lecture and discussion on the role diversity plays in media coverage, hiring decisions and ethical decision-making based on the practical experience of the instructor and guest speakers.
- Case studies from the textbook and elsewhere on the changes taking place in mass media and how those changes impact society.

*Understanding:*

- Discussion questions will be posed in class to stimulate critical thinking and healthy classroom debate, with the overall goal of helping all students understand the vital role mass media play in society.
- Students are required to offer feedback in class concerning the various issues facing the mass media in 21st Century society and to demonstrate an understanding of the coursework through regular quizzes and exams on the material covered.

*Application:*

- Each student will be required to select a current issue in mass media and follow that issue throughout the semester. Students will write a detailed paper about the topic as part of their final grade.
- There will be one large group discussion on a recent issue, selected by the instructor, impacting journalism. The topic will incorporate ethical decision-making and how the public was impacted by the decision.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.