

Mass Media/Diversity/Society

JRSM 4702-501

Spring 2018

MW 12:40-2:05 p.m.

Varnell-Jones 314

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Office hours: TR 12:50-2:50 p.m. by appointment

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:

Luther, C.A., Ringer Lepre, C. & Clark, N. (2012). Diversity in US Mass Media. Wiley-Blackwell.

COURSE FORMAT & REQUIREMENTS:

The class will be presented in lecture and discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms. In order to be successful in this class, students must come to class meetings and become proficient in the use of eCourseware materials. The instructor will lead an informational session on how to access and utilize the materials within eCourseware at the first class meeting. If students have additional questions on how to use the site, they are to ask the instructor during the first week of class in order to ensure that they are prepared to use the class materials successfully going forward.

The primary method of communication for the class is email. Students are required to check their university email account each weekday at 8 a.m. in order to remain current on class news and information. Students should only email the instructor from their official university email account. In order to maintain FERPA guidelines, emails from other email providers will not receive a response.

Coming to class well prepared is equally important. This means reading the assigned materials and coming to class prepared to engage in meaningful conversation and intellectual exchange of ideas.

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Check campus email each weekday morning by 8 a.m.;
3. Arrive to each class punctually and prepared;

4. Submit high-quality work on assignments, activities, quizzes or projects on deadline;
5. Turn in professional work that reflects logical, well-informed, critical thinking skills;
6. Be respectful of classmates and professor at all times;
7. Participate in meaningful class discussion.

Ground Rules for Participation in Discussion in JRSM 4702:

1. Listen actively -- respect others when they are talking.
2. Speak from your own experience instead of generalizing ("I" instead of "they," "we," and "you").
3. Do not be afraid to respectfully challenge one another by asking questions, but refrain from personal attacks -- focus on ideas.
4. Participate to the fullest of your ability -- community growth depends on the inclusion of every individual voice.
5. Instead of invalidating somebody else's story with your own spin on her or his experience, share your own story and experience.
6. The goal is not to agree -- it is to gain a deeper understanding of diversity in U.S. media.
7. Be conscious of body language and nonverbal responses -- they can be as disrespectful as words.
8. Be respectful at all times. Avoid slurs and hostile language or tones, such as yelling. Make every attempt to avoid micro-aggressions.

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted.

ATTENDANCE:

Attendance is mandatory. Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask the student not to enter the classroom on any future days that they are late.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy. If a student is late, it is the student's responsibility to speak with the professor immediately following the conclusion of that class to ask that the professor change the roll to tardy, not absent. Please do not ask the instructor what work was covered during your absence. Instead, check with a classmate.

GRADING:

Presentations, Reports, Exams, Exercises = 50%
Assignments, Activities, Participation = 50%

TENTATIVE COURSE SCHEDULE:

Wed., Jan. 17	Introduction to syllabus, course outline, expectations and eCourseware materials Homework: Read Chapter 1
Mon., Jan 22	Video: Being Wrong, TED Talks, Kathryn Shultz and accompanying questions / Activities: Herman Grid, Connect the dots / Ch. 1 lecture Homework: Read Chapter 2, Review PDF of Institutionalized Oppression Definitions
Wed., Jan. 24	Ch. 2 lecture / LINGO activity if time permits Homework: Read Ch. 3 and complete Assignment 1
Mon., Jan. 29	Ch. 3 lecture and How Untold Stories Can Reflect Diversity (presentation from ch. 13 in "The New Ethics of Journalism" located in eCourseware) Homework: Read Ch. 4 and Article: School Racial Composition and Parental Choice
Wed., Jan. 31	Ch. 4 lecture
Mon., Feb. 5	Ch. 4 video: She Played No Games & Does the Media Tell Us Who We Should Be?
Wed., Feb. 7	TEST 1 / Homework: Read Ch. 5
Mon., Feb. 12	Ch. 5 lecture Homework: Read Ch. 6
Wed. Feb. 14	Ch. 6 lecture Homework: Read Ch. 7 / Review Individual Student Presentation Requirements
Mon., Feb. 19	Ch. 7 lecture Homework: Read Ch. 8
Wed., Feb. 21	Ch. 8 lecture Homework: Read Ch. 9 and Article: Confessions of a Reluctant Feminist...
Mon., Feb. 26	Ch. 8 Video: Being 12 / Video Assignment: Being 12
Wed., Feb. 28	TEST 2
Mon., March 5	Spring Break: No class
Wed., March 7	Spring Break: No class
Mon., March 12	Ch. 9 lecture Homework: Read Ch. 10
Wed., March 14	Ch. 9 Video: Daughters of Destiny
Mon., March 19	Ch. 10 lecture

Wed., March 21	Ch. 10 Video: The Skin You Live In Homework: Read Ch. 11 and LGBTQ Overview_Critical Media Project
Wed., March 26	Ch. 11 lecture
Wed., March 28	Ch. 11 Video: The Death and Life of Marsha P. Johnson Homework: Read Ch. 12
Mon., April 2	Ch. 12 lecture
Wed., April 4	TEST 3 Homework: Read Ch. 13
Mon., April 9	Ch. 13 lecture Homework: Read Ch. 14 and Articles: Shattering Perceptions About Who is Homeless; Superstorm Sandy Takes a Mother's Home...; From Foreclosure to Homelessness; & One Day You Might Even Be Homeless and Video: More Than Housing
Wed., April 11	Ch. 14 lecture Homework: Review Class Overview_Critical Media Project
Mon., April 16	Ch. 14 Video: Lift the Blindfold Homework: Read Ch. 15 and Articles: How Valid Are Christian Stereotypes; Jewish Stereotypes in Your Favorite Sitcoms; and Debunking Misconceptions About Muslims and Islam
Wed., April 18	Ch. 15 lecture
Mon., April 23	Presentations
Wed., April 25	Presentations
	FINAL

FIVE PILLARS OF EDUCATION IN JRSM4702

- *Professionalism:* Lectures and discussions in this class will include sessions about ethical decision making, evaluation of legitimate sources of news, media law and proper use of social media in journalism to help students learn to conduct themselves professionally. The instructor and occasional guest speakers regularly stress professionalism in their lectures and talks.
- *Writing:* Through lectures and guest speakers, students learn the importance of good writing skills. Students are encouraged to research the best written articles on topics that are discussed in class. Students are required to practice good writing for all assignments.
- *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. Examples of multimedia news gathering are displayed regularly in class.
- *Critical Thinking:* Student discussions regularly involve deep dives into media ethics, diversity in the dissemination of news and personal feeling about issues in the news. All of the discussions are focused on the effects of media on society.
- *Media Literacy:* Students engage with both emerging and legacy media platforms to understand the changing media audience, including diversity in all of its forms. Students are expected to have an understanding of various issues affecting media and must be able to discuss those issues with clarity.

ASSESSMENT

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET IN JRSM4702: 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.
- Students will be able to identify and analyze news content from reputable sources that follow carefully prescribed journalistic principles for accurate news gathering, and distinguish that content from information from more dubious sources.
- Students will learn to evaluate official responses to public issues and objectively assess those responses for credibility.

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.
- Students will hear from professionals in the field and question them to obtain

- a broader understanding of the mission of various media.
- Students will take part in least one in-class debate on a controversial and topical mass media issue.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JRSM4702:

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.
- Student participation in research and discussion of critical media issues will be carefully examined by the instructor.

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.
- As part of their grade, students are required to offer feedback in class concerning the various issues facing the 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 at least two large group discussions on a current issue, selected by the instructor, impacting journalism. The topics will incorporate ethical decision-making, approaches to media coverage and how the public was impacted by the decision.
- Issues of diversity, in all its forms, in news coverage and media representation will be examined and debated routinely by students.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“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 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.

DEADLINES:

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class 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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

DIVERSITY:

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

WEATHER POLICY:

Always 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.