

## **Media Diversity and Society**

JRSM 4702-M50

Spring 2018

Instructor: Kim Marks, APR

Office: Meeman Journalism Building, Room 332

Office hours:

Monday & Wednesday, 11:30 a.m. – 1:30 p.m.

Tuesday & Thursday, by appointment

Phone: 901.678.2405 (office); 901.874.0451 (cell – text preferred)

Email: ksmarks@memphis.edu

Twitter: @ksmarks

### **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 REQUIREMENTS:**

You are required to read the material assigned or provided by the instructor, take weekly quizzes from the assigned readings, and write weekly discussion posts on the topic provided. You also will be given a writing project on media diversity topic of your choosing. It is imperative that you complete the assigned readings.

Quizzes and exams will NOT be made up except in extreme circumstances as determined by the instructor and with written excuses. Both must be completed online by the assigned dates and times.

#### **CLASSROOM FORMAT:**

This course is delivered online in an asynchronous format. You must have Internet access and Microsoft Word or other word processing software that generates a “.doc” extension.

You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

**COURSE WEBSITE ADDRESS: (The course page will be open from January 16 to May 7, 2016.)**

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link at the bottom of the left column menu.
3. Log in using your University of Memphis username and password.
4. Click on the "eCampus Resources" tab.
5. In the center column of the page, click on the blue UofM eCourseware link
6. Down on that page, in the Spring 2018 course list available to you click on the link for JRSM 4702-M50 to enter your course and read the instructions on the welcoming page.

**DEADLINES:**

Understanding and working with deadlines is a critical part of the public relations process. **No late assignments will be accepted.**

**QUALITY OF WORK:**

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you should use APA formatting (both internal and external). If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

I am always willing to help you. Always ask for clarification(s) if you have any questions or doubts: the sooner the better. Email typically is not the best way to connect with me to discuss course material. Email is good for when you have administrative questions, not for when you are having difficulty understanding the course material. Hence, I strongly recommend that you make use of office hours. I look forward to working with you!

**GRADING:**

**Testing Procedures:** Course work will be accomplished each week. Weekly quizzes will be part of your final grade. Quizzes will cover reading assignments and material in presentations. Each must be completed by its due date and time (Central Standard Time), which varies by exam. Check each due time to ensure that you post by the deadline. Quizzes will have a time limit. Desire2Learn will cut you off at the end of the prescribed time period, regardless of whether you have completed all questions. You may use your textbooks to confirm an answer, but be aware that time limits will not allow you to spend much time flipping through them. You should read and be familiar with each section before taking its exam.

Other parts of your grade will come from participation in weekly online discussions and your written paper. This work must be submitted per instructions; no credit will be given outside of the proper submission guidelines.

**Grading Procedure:**

**\*\*\*ONLINE SUCCESS:** Your success in this online course will depend on your willingness to read the textual material, successfully complete exams, and complete written work and group projects as scheduled.

All work submitted will be considered final, as each student has unlimited access to the course to ask questions. There will be no re-submission of papers to increase the initial grade given. You are required to ask via e-mail, set up an appointment in the chat room,

or call me with your questions as to the proper completion of coursework. It is your responsibility to ensure clarification of instructions.

All work submitted must reflect critical thinking and knowledge of the material; that is, examples found within or outside of class, along with elaboration, are required to achieve an "A" grade. Material on all exams and most of our assignments come from our textbooks; check these resources first for your material.

No work will be accepted after the final day of class.

Grade Distribution:

| <b>Assignment</b>       | <b>Number</b> | <b>Points</b> |
|-------------------------|---------------|---------------|
| Weekly quizzes          | 14            | 350 (25 each) |
| Weekly discussion posts | 14            | 350 (25 each) |
| Paper                   | 1             | 250           |
| Midterm Exam            | 1             | 150           |
| <b>Total</b>            |               | <b>1,100</b>  |

Your **final grade** in the course will be calculated as follows:

**A** = 990 – 1,100 points

**B** = 880 – 889 points

**C** = 770 – 879 points

**D** = 660 – 769 points

**F** = 659 and fewer points

## TENTATIVE SCHEDULE

*(subject to change)*

All assignments due each week by Sunday at 11:59 p.m., unless otherwise noted

### **Week 1: Jan. 16 – 21**

Identity

**Readings:** Diversity in US Mass Media Chapter 1: Introduction

**Homework:** Quiz 1

**Homework:** Discussion Post

### **Week 2: Jan. 22 – 28**

**Theory of Representation**

Mass media representations

**Readings:** Diversity in US Mass Media Chapter 2: Theoretical Foundations of Research in Mass Media Representations

**Homework:** Quiz 2

**Homework:** Discussion Posts

### **Week 3: Jan. 29 – Feb. 4**

**Native American Representations**

**Readings:** Diversity in US Mass Media Chapter 3: Representations of Native Americans

**Homework:** Quiz 3

**Homework:** Discussion Posts

### **Week 4: Feb. 5 – 11**

**African American Representations**

**Readings:** Diversity in US Mass Media Chapter 4: Representations of African Americans

**Homework:** Quiz 4

**Homework:** Discussion Posts

### **Week 5: Feb. 12 – 18**

**Hispanic Representations**

**Readings:** Diversity in US Mass Media Chapter 5: Representations of Hispanics

**Homework:** Quiz 5

**Homework:** Discussion Posts

### **Week 6: Feb. 19 – 25**

**Arabs/Arab American Representations**

**Readings:** Diversity in US Mass Media Chapter 6: Representations of Arab/Arab Americans

**Homework:** Quiz 6

**Homework:** Discussion Posts

***Week 7: Feb. 26 – March 4***

**Asian/Asian American Representations**

**Readings:** Diversity in US Mass Media Chapter 7: Representations of Asians/Asian Americans

**Homework:** Quiz 7

**Homework:** Discussion Posts

**Midterm Exam**

***Week 8: March 5 – 11***

Spring Break

***Week 9: March 12 – 18***

**Gender in TV, Film & Music**

**Readings:** Diversity in US Mass Media Chapter 8: Representations of Gender in Television, Film, and Music Videos

**Homework:** Quiz 8

**Homework:** Discussion Posts

***Week 10: March 19 – 25***

**Gender in Print Media & Advertising**

**Readings:** Diversity in US Mass Media Chapter 9: Representations of Gender in Print Media and Advertising

**Homework:** Quiz 9

**Homework:** Discussion Posts

***Week 11: March 26 – April 1***

**LGBT Representations**

**Readings:** Diversity in US Mass Media Chapter 10: Representations of Lesbians, Gays, Bisexuals and Transgender in the Media

**Homework:** Quiz 10

**Homework:** Discussion Posts

***Week 12: April 2 – 8***

**Age Representations**

**Readings:** Diversity in US Mass Media Chapter 11: Representations of Age

**Homework:** Quiz 11

**Homework:** Discussion Posts

***Week 13: April 9 – 15***

**Representation of disability**

**Readings:** Diversity in US Mass Media Chapter 12: Representations of People with Disabilities

**Homework:** Quiz 12

**Homework:** Discussion Posts

***Week 14: April 16 – 22***

**Class Representations**

**Readings:** Diversity in US Mass Media Chapter 13: Representations of Class

**Homework:** Quiz 13

**Homework:** Discussion Posts

**DUE: Paper**

**Week 15: April 23 – 29**

**Industry & Diversity**

**Readings:** Diversity in US Mass Media Chapter 14: Mass Media Industries  
Addressing Diversity

**Homework:** Quiz 14

**Homework:** Discussion Posts

**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 questions 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 21<sup>st</sup> 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.