

# Mass Media, Diversity, Society

JRSM 4702-501

Spring 2020

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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.

### Prerequisites

None

### Textbooks, Software and Required Materials

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

### Classroom format

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.

Ground Rules for Participation in Discussion in JRSM 4702:

1. Listen actively -- respect others when they are talking.

2. There will be times that I will implement a sharing with a no crosstalk policy. That means we will allow each other to share, without interrupting, or referring to each other's share directly or indirectly.
3. Speak from your own experience instead of generalizing ("I" instead of "they," "we," and "you").
4. Some of the materials that we review could make you uncomfortable or challenge your worldview. In an effort to remain aware of our internal biases, and grow and learn as much as possible, we will strive to sit with uncomfortable feelings without pushing them away or discounting them.
5. Refrain from all personal attacks -- focus on ideas and the content we explore.
6. Participate to the fullest of your ability -- community growth depends on the inclusion of every individual voice.
7. Instead of invalidating somebody else's story with your own spin on her or his experience, share your own story and experience.
8. The goal is not to agree -- it is to gain a deeper understanding of diversity in U.S. media.
9. Be conscious of body language and nonverbal responses -- they can be as disrespectful as words.
10. Be respectful at all times. Avoid slurs and hostile language or tones, such as yelling. Make every attempt to avoid micro-aggressions.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4702-501 to enter your course and read the instructions on the welcoming page

### Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings, viewings, etc., 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.

### Grading

Presentations, Reports, Exams, Exercises = 50%

Assignments, Activities, Participation = 50%

A=100-90

B=89-80

C=79-70

D=69-60

F=59-0%

## Other issues

Class materials are organized by week in eCourseware. Each week, complete the materials in the appropriate weekly folder and read the corresponding chapter in our text.

## COURSE SCHEDULE

### *Week 1: Introduction to class*

This week we will cover the syllabus, course expectations.

Readings: Chapter 1

Assignments: Review week 1 materials and familiarize yourself with eCourseware content

### *Week 2: Chapter 1*

This week we'll discuss chapter 1 materials.

Readings: Chapter 2 and any supplemental materials provided in eCourseware or class

Assignments: Week 2 materials in eCourseware

### *Week 3: Chapter 2*

This week we'll discuss chapter 2.

Readings: Chapter 3 and any supplemental materials provided in eCourseware or class

Assignments: Week 3 materials in eCourseware

### *Week 4: Chapter 3*

This week we'll discuss chapter 3.

Readings: Chapter 4 and any supplemental materials provided in eCourseware or class

Assignments: Week 4 materials in eCourseware

### *Week 5: Chapter 4*

This week we'll discuss chapter 4 and take Test 1

Readings: Chapter 5 and any supplemental materials provided in eCourseware or class

Assignments: Test 1, Week 5 materials in eCourseware

### *Week 6: Chapter 5*

This week we'll discuss chapter 5.

Readings: Chapter 6 and any supplemental materials provided in eCourseware or class

Assignments: Week 6 materials in eCourseware

### *Week 7: Chapter 6*

This week we'll discuss chapter 6 and take Test 2.

Readings: Chapter 7 and any supplemental materials provided in eCourseware or class

Assignments: Test 2, Week 7 materials in eCourseware

### *Week 8: Spring Break,*

### *Week 9: Chapter 7*

This week we'll discuss chapter 7.

Readings: Chapter 8 and any supplemental materials provided in eCourseware or class

Assignments: Week 8 materials in eCourseware

*Week 10: Chapter 8*

This week we'll discuss chapter 8.

Readings: Chapter 9 and any supplemental materials provided in eCourseware or class

Assignments: Week 9 materials in eCourseware

*Week 11: Chapter 9*

This week we'll discuss chapter 9.

Readings: Chapter 10 and any supplemental materials provided in eCourseware or class

Assignments: Week 10 materials in eCourseware

*Week 12: Chapter 10*

This week we'll discuss chapter 10 and take Test 3

Readings: Chapter 11 and any supplemental materials provided in eCourseware or class

Assignments: Test 3, Week 11 materials in eCourseware

*Week 13: Chapter 11*

This week we'll discuss chapter 11.

Readings: Chapter 12 and any supplemental materials provided in eCourseware or class

Assignments: Week 12 materials in eCourseware

*Week 14: Presentations*

Presentations begin this week

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Week 15 materials in eCourseware

*Week 15: Presentations cont.*

This week we'll conclude the presentations.

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Study for final

*Week 16: Last day of class and campus-wide study day*

This week we'll wrap things up and ready for finals.

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Study for final

## ASSESSMENT AND OUTCOMES

### Five Pillars in JRSM 4702

- *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.

- *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.
- *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.

### **Professional values and competencies for PBRL 4440**

- 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
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

### **How professional values and competencies will be met**

#### *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

### *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.

## JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program

of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and



punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

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. Media 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.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.