

## Media, Diversity, & Society

JRSM 4702-M50

Spring 2024 (Second part of term)

Online/UofM Global

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### COURSE REQUIREMENTS

#### Catalog description

Advanced study of 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

This is an online class. It is imperative that students read the textbook and any supplemental reading, view or listen to any included materials such as video or podcast, and complete any work contained within each week's requirements in eCourseware. Slide decks for each chapter that the class will cover from the textbook are included to help highlight some of the most important points from each chapter. Central standard time will be used when time is referenced.

The primary method of communication for the class is email. Students are required to check their university email account each weekday at 9 a.m. 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.

Ground Rules for Participation in Discussion in JRSM 4702:

1. Listen actively -- respect others when they are expressing themselves.
2. There may be times that I will implement a sharing with a no crosstalk policy on discussion board. That means we will allow each other to share, without

refuting, agreeing with or referring to each other's share directly or indirectly. This teaches us to speak for ourselves and to allow other's the right to speak for themselves.

3. Share 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 and to explore some of the contributing factors to the representations we see.
9. Be respectful at all times. Avoid slurs and hostile language (unless the point of using the term is for critical analysis of it, or it is contained within a direct quote or title) or tones. Make every attempt to avoid micro-aggressions, aggressions, gas-lighting, and minimizing.

### **Accessing the course website**

1. Go to the University of Memphis eLearn home page: <https://memphis.instructure.com>
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-M50 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 9 a.m.;
3. Submit high-quality work on assignments, activities, quizzes or projects on deadline;
4. Turn in professional work that reflects logical, well-informed, critical thinking skills;
5. Be respectful of classmates and professor at all times; and
6. Participate in meaningful class discussion when discussion topics are posted.

### **Grading**

Exams = 50%

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

A=100-90

B=89-80  
C=79-70  
D=69-60  
F=59-0%

### **Other issues**

Class materials are organized by module in Canvas. Each week, complete the materials in the appropriate module folder and read the corresponding chapter in our text. Each week's work is due NLT 11:59 p.m. on the Sunday that concludes the week unless otherwise specified.

## **ASSESSMENT AND OUTCOMES**

### **Professional Values and Competencies in JRSM 4702**

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

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

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

- Recognize the role of media in influencing the political and cultural dynamics on the global stage.
- Develop a strong historical sense of how mass communication technologies originated and developed.
- Understand the variety of relationships between media and their audiences, particularly diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in programming and leadership when creating messages.
- Understand the ongoing government regulation of the U.S. Media as well as the constitutional principles that guide it.
- Recognize the continuing impact and power of social media platforms in shaping global media messages.
- Evaluate the dynamics that cause mistrust in the media, and assess attempts to manipulate media, including social media, for political and social gain.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Recognize the stark differences in delivery of media content globally.

- Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
- Understand how evolving technology affects the media and mass communication.
- Understand what's involved in preparing for and advancing a career in the changing media.
- Understand mass communication theories and their application to media professions.

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

- Earn a passing score on periodic tests and/or exams.
- Participate in one or more outside activities (e.g., attend FOI and First Amendment lectures, interview media professionals, visit media organization, participate in applicable research) at the discretion of the instructor.

## How assessment of student learning will be met

### *Awareness*

- Grow awareness of the First Amendment and basics of media law
- Recognize major divisions of mass media, including newspaper, magazine, TV, radio, the internet, books, movies, public relations and advertising.
- Evaluate how diversity affects the media industry.

### *Understanding*

- When ethical decision making is discussed throughout the semester as it applies to each media profession, students will be required to present justification for their opinions during discussion and class exercises to show they are not just repeating the instructor's lecture points, but showing understanding of the process.
- Discussion questions will be posed in class to stimulate critical thinking. Independent thinking is encouraged.
- Demonstrate an awareness of current issues and events in news and popular culture.

### *Application*

- Creation of research papers related to various issues of diversity in mass media are required to show an understanding of the current media landscape.
- Participation in class discussions are designed to encourage healthy dialog around critical issues of diversity, equity and inclusion through mass media.
- Principles and practices of various media organizations that are discussed can be used in other classes within Journalism & Strategic Media.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and

professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

## Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

## Electronic devices

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

## AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

## Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

## Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

## Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

## Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

## Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

## AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

### **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

### **Weather policy**

Always check with local media, the University of Memphis website regarding inclement weather.

### **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.