

Media, Diversity, Society  
JRSM 4702-M90  
Spring 2025  
Online

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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. (2017). Diversity in US Mass Media, 2nd edition. 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 Canvas. 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. To maintain FERPA guidelines, emails from other email providers will not receive a response. Do not use the email within Canvas; use your official UM mail to my official UM mail address ([tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)).

#### 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 others 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 online learning home page:  
<http://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

Quizzes = 40%

Discussions, Assignments, Reports, Presentations = 60%

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 module, complete the materials in the appropriate folder and read the corresponding chapter in our text. Each module's work is due NLT 11:59 p.m. on the Sunday that concludes the module unless otherwise specified. For the first two weeks of class, I give two weeks to complete work to allow time for you to acclimate to the semester's many demands. Each week after that, work will be due on Sunday NLT 11:59 p.m.

## COURSE SCHEDULE

*Module 1: Introduction*

Readings: Chapter 1

Assignments: Module 1 materials and familiarize yourself with Canvas content

*Module 2: Theory*

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

Assignments: Module 2 materials in Canvas

*Module 3: Native American representation*

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

Assignments: Module 3 materials in Canvas

*Module 4: Black & African American representation*

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

Assignments: Module 4 materials in Canvas

*Module 5: Hispanic representation*

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

Assignments: Module 5 materials in Canvas

*Module 6: Arabs/Arab American representation*

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

Assignments: Module 6 materials in Canvas

*Module 7: Asian/Asian American representation*

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

Assignments: Module 7 materials in Canvas

*Module 8: Gender*

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

Assignments: Module 8 materials in Canvas

*Module 9: LGBTQ+ representation*

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

Assignments: Module 9 materials in Canvas

*Module 10: Class representation*

Readings: Chapter 13 and any supplemental materials provided in Canvas or class

Assignments: Module 10 materials in Canvas

Module 11: Disability Representation

Readings: Chapter 14 and any supplemental materials in Canvas or class

Assignments: Module 11 materials in Canvas