

Mass Media/Diversity/Society

JOUR 4702-501

Fall 2015

T/R 1-2:25 p.m.

Varnell-Jones 321

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Office hours: By appointment

COURSE REQUIREMENTS**CATALOG/COURSE 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:

Gorham J. (Editor); Annual Editions: Mass Media 12/13 (18th ed.). New York: McGraw-Hill, Higher Education. ISBN 978-0-07-805124-1

COURSE WEBSITE ADDRESS:

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 U of M eCourseware link

NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular university email and correspond with the professor at her regular UM address noted at the top of this syllabus.

REQUIREMENTS:

You are required to read the assigned text, complete the exercise from the assigned readings and engage with guest speakers and other students during class periods and on discussion board on assigned reading material and other information presented by the instructor. You also will be assigned to write papers on various topics discussed in class. Assigned readings are listed at the bottom of this syllabus. It is also imperative that you attend class.

- Journalism is all about meeting deadlines. No late work will be accepted. If you do not complete an assignment, or exam, by the specified time, that assignment or exam will receive a zero.
- In an effort to ensure that students are prepared to participate in a meaningful way in each class period, articles are assigned for reading homework and along with corresponding exercises. Each exercise is due no later than 12:30 p.m. on its due date. The due date for each exercise is listed on the tentative class schedule located near the end of this syllabus. All exercises are located under the Quizzes tab in eCourseware.

- You should do the assignments in the following order:
 - Read the assignment/view video/review presentation
 - Take the quiz/complete the exercise for that assignment
 - Be prepared to discuss in class/on discussion board

GRADING:

Presentations, Exams & Exercises = 60%

Assignments, Activities, Discussion & Participation = 40%

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. When you miss a class you cannot make up the work unless the absence is due to a mandatory school sanctioned activity that you provide documentation for or you provide a medical excuse. Please do not email the instructor to ask what work was covered during your absence. Instead, check with a classmate.

ATTENDANCE:

Students who miss more than four classes are subject to drop one letter grade per absence at the discretion of the professor. Attendance is mandatory. Students with more than two tardies may be penalized one percentage point for each additional tardy.

OTHER ISSUES:

Discussion Boards are due online by 12:30 p.m. on the listed due dates. In order to get credit for discussion entries, students must submit well-written posts that reflect an understanding of the topic and critical thinking in regard to how that topic applies to mass media, diversity and society at-large.

This is a hybrid class. In order to be successful in this class, students must come to class meetings prepared to participate as well as 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 should check their official student email account each morning 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 be responded to.

ASSIGNED READINGS:

It is recommended that you read the set of articles/assigned reading and then study them over a bit. They will be discussed at length in class along with related issues from other sources. In addition, exercises will be assigned at the beginning or end of most class meetings. The exercises will require you to answer questions regarding the assigned readings. Summary presentations are available in eCourseware and cover the topics from chapters 1-6 in the Larson text, as well as chapter 13 from "The New Ethics of Journalism." Students are not required to purchase these texts, but are required to thoroughly review the presentations. Supplemental articles and video links are also available in eCourseware.

Ground Rules for Participation in Discussion in JOUR 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.
7. Be conscious of body language and nonverbal responses -- they can be as disrespectful as words.
8. Be respectful at all times.

TENTATIVE COURSE SCHEDULE BY WEEK:

August 25 August 27	Introduction/Review Syllabus / Activity 1 (Being Wrong Video & Questions) Homework: Read and Complete Quizzes for Article 1: "In the Beginning Was the Word" & Article 2: "Revolution in a Box" Due: Quizzes Articles 1 & 2 / Homework: Read and Complete Quizzes for Article 3: "Tele(re)vision" & Article 5: "I Can't Think!"
Sept. 1 Sept. 3	Activity 2 & 3 (Herman Grid & Connect the Dots) Homework: Review Institutionalized Oppression Definitions document Due: Quizzes Articles 3 & 5/ Homework: Read and Complete Quizzes for Article 6: "The Digital Disruption" & Article 7: "Journalist Bites Reality"
Sept. 8 Sept. 10	Due: Quizzes Articles 6 & 7/ Homework: Read and Complete Quizzes for Article 8: "Girls Gone Anti-Feminist" & Article 11: "Capital Flight" Due: Quizzes Articles 8 & 11/ Homework: Read and Complete Quizzes for Article 12: "Overload: Journalism's Battle for Relevance in an Age of Too Much Information" & Article 13: "Learning to Love the New Media: Shallow, Divisive, Unreliable" Inst
Sept. 15 Sept. 17	Due: Articles 12 & 13/ Homework: Read and Complete Quizzes for Article 20: "Frenemies of Free Speech" Due: Quiz Article 20 / Lecture: How Untold Stories Can Reflect Diversity (ch. 13 from "The New Ethics of Journalism") & Complete Chapter 13 Quiz
Sept. 22 Sept. 24	Due: Completed Chapter 13 Quiz / Homework: Read and Complete Quizzes for Article 21: "The End of Secrecy" Due: Quiz Article 21 / Review Individual Student Presentation Requirements
Sept. 29 Oct. 1	Movie: "We Steal Secrets" available on YouTube at https://www.youtube.com/watch?v=P4KSI0vcW9U Finish Movie: "We Steal Secrets" / Homework: Read and Complete Quizzes for Article 24: "Too Graphic?" & Article 29: "Multitasking Youth" / Discussion Board: Reflection to "We Steal Secrets"
Oct. 6 Oct. 8	Due: Quizzes Articles 24 & 29 / Homework: Read and Complete Quizzes for Article 15: "Whence the Revolution" & Article 16: "North Korea's Digital Underground" Due: Quizzes Articles 15 & 16 / Homework: Read Article 9: "The

	Reconstruction of American Journalism” & Article 33: “Open for Business”
Oct. 13 Oct. 15	FALL BREAK: No Class Due: Discussion Board Articles 9 & 33/ Homework: Read Chapter 1: “Reality’ Television: American Myths and Racial Ideology” (Larson), and Discussion Board
Oct. 20 Oct. 22	Lecture: Chapter 1 (Larson)/ Homework: Read Chapter 2: “Racial Politics in Fictional Media” & Discussion Board Due: Exercise Article 19/ Lecture: Chapter 2/ Homework: Read Chapter 3: “African Americans in Film & Television” and Discussion Board & Watch “She Played No Games” video located under the Video Tab within our Class Menu in eCourseware and Post to Discussion Board
Oct. 27 Oct. 29	Due: Chapter 3 & Video Discussion Boards / Lecture: Chapter 3/ Homework: Read Chapter 4: “Native Americans in Film and Television Entertainment and Discussion Board Due: Chapter 4 Discussion Board / Lecture Chapter 4/ Homework: Read Chapter 5: “Hispanics in Film and Television Entertainment” and Discussion Board
Nov. 3 Nov. 5	Due: Chapter 5 Discussion Board / Lecture: Chapter 5/ Homework: Read Chapter 6: “Asian Americans in Film and Television Entertainment” and Discussion Board Due: Chapter 6 Discussion Board / Lecture: Chapter 6/ Homework: Read Shattering Perceptions About Who is Homeless; Superstorm Sandy Takes a Mother’s Home...; From Foreclosure to Homelessness; & One Day You Might Even Be Homeless “(these & all future articles located in the Content section in eCourseware) and Discussion Board
Nov. 10 Nov. 12	Due: Homelessness Discussion Board / View Video by Shon Robertson / Homework: Read “Age Stereotypes” and Discussion Board Due: Discussion Board: “Age Stereotypes”/ Homework: Read Article: “On 'Hicksploitation' And Other White Stereotypes Seen On TV” and Discussion Board
Nov. 17 Nov. 19	Due: Discussion Board “On 'Hicksploitation' And Other White Stereotypes Seen On TV” / Homework: Read “How Valid Are Christian Stereotypes” Due: Discussion Board “How Valid Are Christian Stereotypes” / Homework: Read Jewish Stereotypes in Your Favorite Sitcoms” & “Debunking Misconceptions About Muslims and Islam”
Nov. 24 Nov. 26	Due: Discussion Board “Jewish Stereotypes in Your Favorite Sitcoms” & “Debunking Misconceptions About Muslims and Islam” / Homework: Read “LGBT community still faces stigma, stereotypes” THANKSGIVING BREAK: No Class
Dec. 1 Dec. 10, 10:30 a.m. - 12:30 p.m.	Due: Discussion Board “LGBT community still faces stigma, stereotypes” Last Day of Class: PowerPoint Presentations Due in Dropbox. Final Exam

FIVE PILLARS OF EDUCATION IN JOUR4702

- *Professionalism:* Lectures and discussions in this class will include sessions about ethical decision making, media law and proper use of social media in journalism to help students learn to conduct themselves professionally. The instructor and occasional guest speakers often include professionalism in their talks.
- *Writing:* Through lectures and guest speakers, students learn the importance of good writing skills.
- *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.
- *Critical Thinking:* Students discuss the effects of media on society.
- *Media Literacy:* Students engage emerging and legacy media platforms to understand the changing media audience, including diversity in all of its forms.

ASSESSMENT

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET IN J4702:

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.

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.
- Working in small teams, students will take part in least one in-class debate on a controversial mass media issue.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 4702:

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.

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.
- Students are required to offer feedback in class concerning the various issues facing the mass 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 one large group discussion on a recent issue, selected by the instructor, impacting journalism. The topic will incorporate ethical decision-making and how the public was impacted by the decision.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- 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.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during

the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“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)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower 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:

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.

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.