

Mass Media/Diversity/Society

JOUR 4702-501

Spring 2014

Varnell-Jones 314

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COURSE REQUIREMENTS**CATALOGUE/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 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 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.
- If you arrive late for class on the day exercises/quizzes are given, you will not be allowed to take the quiz/complete the exercise and will receive a zero. Regarding arriving to class late, once an exercise has been handed out to the entire class that is present at the time the exercise is assigned, no more copies will be issued to late students. In summary, be on time.
- You should do the assignments in the following order:
 - Read the assignment
 - Take the quiz/complete the exercise in class for that assignment
 - Be prepared to discuss in class

GRADING:

Presentations, Exams & Exercises = 60%

Assignments, Activities & Participation = 40%

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.

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.

TENTATIVE SCHEDULE

January 16	Introduction/Review Syllabus/Read Article 1: “In the Beginning Was the Word” & Article 2: “Revolution in a Box”
January 21	Exercise 1 & 2/ Discuss Article 1 & 2/ Read Article 3: “Tele(re)vision” & Article 5: “I Can’t Think!”
January 23	Exercise 3 & 4/ Discuss Article 3 & 5/ Read Article 6: “The Digital Disruption” & Article 7: “Journalist Bites Reality”
January 28	Exercise 5 & 6/ Discuss Article 6 & 7/ Read Article 8: “Girls Gone Anti-Feminist” & Article 11: “Capital Flight”
January 30	Exercise 7 & 8/Discuss Article 8 & 11/Lecture: How Untold Stories Can Reflect Diversity (ch. 13 from “The New Ethics of Journalism”)/Read 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.”
February 4	Exercise 9 & 10/ Discuss Article 12 & 13/ Read Article 20: “Frenemies of Free Speech” & Article 21: “The End of Secrecy”/Assignment 1 Issued (Questions over Articles 20 & 21)
February 6	Assignment 1 Due at beginning of class/ Movie: “We Steal Secrets”
February 11	Finish Movie: “We Steal Secrets” /Read Article 24: “Too Graphic?” & Article 29: “Multitasking Youth” /Assignment 2 Issued (covering movie)
February 13	Assignment 2 Due at beginning of class/Exercise 11 & 12/ Read Article 15: “Whence the Revolution” & Article 16: “North Korea’s Digital Underground”
February 18	Exercise 13 & 14/ Discuss Article 15 & 16/ Read Article 9: “The Reconstruction of American Journalism” & Article 33: “Open for Business”
February 20	Exercise 15 & 16/ Discuss Article 9 & 33/Read Chapter 1: “‘Reality’ Television: American Myths and Racial Ideology” (Larson).
February 25	Exercise 17 & 18/ Lecture: Chapter 1/ Read Chapter 2: “Racial Politics in Fictional Media”
February 27	Exercise 19/ Lecture: Chapter 2/ Read Chapter 3: “African Americans in Film & Television”
March 4	Lecture: Chapter 3/ Read Chapter 4: “Native Americans in Film and Television Entertainment”
March 6	Lecture Chapter 4/ Read Chapter 5: “Hispanics in Film and Television Entertainment”
March 11	SPRING BREAK
March 13	SPRING BREAK
March 18	Lecture: Chapter 5/ Read Chapter 6: “Asian Americans in Film and Television Entertainment”

March 20	Lecture: Chapter 6/ 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)
March 25 NEXT PAGE... March 27	Discussion: Homelessness/ View Video by Shon Robertson/ Exercise 20/ Read "Age Stereotypes" Conclude/Reflect on Exercise 20/ Discussion: "Age Stereotypes"/ Read Article: "On 'Hicksplotation' And Other White Stereotypes Seen On TV" & Read "How Valid Are Christian Stereotypes"
April 1 April 3	Discussion: "On 'Hicksplotation' And Other White Stereotypes Seen On TV" & "How Valid Are Christian Stereotypes"/ Read Jewish Stereotypes in Your Favorite Sitcoms" & "Debunking Misconceptions About Muslims and Islam" Discussion: "Jewish Stereotypes in Your Favorite Sitcoms" & "Debunking Misconceptions About Muslims and Islam" / Read "LGBT community still faces stigma, stereotypes"
April 15 April 17	Discussion: "LGBT community still faces stigma, stereotypes" Presentations
April 22 April 24	Presentations Presentations
April 29 May 1	STUDY WEEK STUDY WEEK
May TBA	FINAL EXAM

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR J4702:

- 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;

- 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 tools and technologies appropriate for the communications professions in which they work.

**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.

PROFESSIONAL VALUES AND COMPETENCIES FOR THE JOURNALISM PROGRAM:

- understand and apply the principles and laws of freedom of speech and press, 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;
 - 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 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

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.

CELLPHONES:

You must turn them off during 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. 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 due to 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 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.

"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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.