

Mass Media/Diversity/Society

JOUR 4702/6702-001

Spring 2014

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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, take announced quizzes, when given, from the assigned readings, and engage with instructor, guest speakers and other students during class periods on assigned reading material and other information presented. You also will be given outside writing assignments on various topics discussed in class. Assigned readings from the textbook are listed below. 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 a quiz is given, and the quiz has been completed, you will not be allowed to take it and will receive a zero.
- You should do the assignments in the following order:
 - Read the assignment
 - Be prepared to discuss in class
 - Take the quiz in class for that assignment

GRADING:

Grading for this class will be on a point system. Assignments and quizzes are worth between 50 and 200 points each. If you miss more than one or two quizzes and outside assignments, it will adversely impact your final grade significantly.

A: 900 points and above

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 and below

There will be a mid-term exam and final exam for this class. Each is worth a maximum of 200 points. The final paper also is worth a maximum of 200 points.

ASSIGNED READINGS: (All from the Gorham text listed above)

It is best to read these in order, and by the group assigned, as they generally relate to one another. It is also recommended that you read the set of articles, then study them over a bit. They will be discussed at length in class along with related issues from other sources.

JOUR 4702/6702

Tentative Class Schedule for Spring 2014

Jan. 17: Introductions, discussion of syllabus and topics to be covered.

Jan. 20: No Class (MLK Holiday)

Jan. 22: Discussion of Article 1. Have the assigned textbook by today.

Jan. 24: Discussion of Articles 2 and 3.

Jan. 27: Article 4.

Jan. 29: Quiz on Articles 1-4; Plus discussion of recent issues in journalism related to assigned readings.

Jan. 31: Guest speaker to be announced. Be prepared to question speaker and engage in subsequent discussion.

Feb. 3: Articles 5 and 6.

Feb. 5: Complete discussion of Articles 5 and 6.

Feb. 7: No Class (Tennessee Press Association meeting).

Feb. 10: Discussion of Article 7.

Feb. 12: Article 8.

Feb. 14: Article 9.

Feb. 17: Quiz on Articles 5 through 9; Begin discussion of Article 10.

Feb. 19: Complete discussion of Article 10; Discussion of Article 11.

Feb. 21: Articles 12 and 13.

Feb. 24: Articles 15 and 16.

Feb. 26: Quiz on Articles 10, 11, 12, 13, 15, 16; Begin discussion of Article 17.

Feb. 28: Guest speaker to be announced.

March 3: Articles 17 and 18.

March 5: Articles 19, 20 and 21.

March 7: Mid-term Exam

March 10, 12, 14: Spring Break

March 17: Article 22.

March 19: Article 23.

March 21: Articles 24.

March 24: Article 25.

March 26: Article 26.

March 28: Quiz on Articles 22 through 26; Begin discussion of Article 27.

March 31: Articles 27 and 28.

April 2: Article 29.

April 4: Article 30.

April 7: Article 31.

April 9: Article 32.

April 11: Quiz on Articles 27 through 32; Discuss Article 33.

April 14: Discussion of the role of social media in journalism.

April 16: Major paper due from graduate and undergraduate students; Guest speaker discussing the future of social media in journalism.

April 18: Article 34.

April 21: Discussion of citizen journalism.

April 23: The role of opinion journalism.

April 25: Discussion of special assigned reading.

April 28: Quiz on Article 34, citizen journalism, opinion journalism and special assigned reading.

April 30: Last class meeting; Review for Final.

FINAL EXAM TO BE ANNOUNCED

GRADUATE STUDENTS

You are required to write a paper, properly cited in APA format, on a specific issue related to the State of Mass Media, 2013-14.

FINAL PAPER

Undergraduate students will be assigned a final paper. The deadline for both the graduate and undergraduate final paper is at the end of class on Wednesday, April 16, 2014. The final paper will be no longer than 8 pages of text, double-spaced, in 12 pt. Times New Roman font, plus the references list.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR J4702/6702:

- 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 J4702/6702:
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 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

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.