

Mass Media/Diversity/Society

Journalism 6702-M50

Spring 2014

Monday—5:30-8:30 pm

Synchronous

Instructor: R. Spielberg

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Office: Meeman Journalism Room 322

Office Phone: 901-678-2403

Office Hours: By appointment

COURSE REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION**

Advance study of critical problems faced by mass media, with exploration of complexities that cause them.

PREREQUISITE:

Graduate standing

TEXTBOOK:

Gorham J. (Ed.) (2010). Annual editions: Mass media 12/13 (16th ed.) New York: McGraw Hill Higher Education. ISBN 978-0-07-805124-1

COURSE REQUIREMENTS;

You will need a headset with a USB connector and a mic. Probably the best approach is to get a headset that has one earphone and a mic attached. Two earphones often cause discomfort after a 3-hour class. These are probably available at Radio Shack or online.

You are required to read the assigned text covering the assigned readings, and engage with other students during class periods on assigned reading material and other information presented by the instructor. You will also 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 by the specified time that assignment will receive a zero

- You should do the assignments in the following order:

Read the assignment

Be prepared to discuss in class

You are required to write a paper using Microsoft Word, properly cited in APA format, on the State of Media in 2013. The deadline for the paper is Wednesday, April 16, 2014. The final paper will be no longer than 10 pages of text, double-spaced in 12 pt Times New Roman font, plus the references list. This should be sent as an email attachment to rsplbrgr@memphis.edu

GRADING:

Test 1—mid-term—20%

Test 2—final---20%

Class participation and/or presentations – 30%

Final paper- 30%

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.

Class Schedule for Spring 2014

Jan 27: Introduction, discussion of syllabus and topics to be covered.

Feb. 3: Articles 1-4

Feb. 10: Articles 5-7

Feb. 17: Articles 8-10

Feb. 24: Articles 11-12

March 3: Articles 13-14

March 10: Spring Break

March 17 Articles 15-17

March 24: Articles 18-20

March 31: Articles 21-23

April 7: Articles 24-26

April 14: Articles 27-29

April 21: Articles 30-31 (Term Paper Due)

April 28: Articles 32-33

April 30: Articles 34

ASSESSMENT**PROFESSIONAL VALUES AND COMPETENCIES FOR J6702:**

- 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, audience 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 J6702

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Think Critically):

- Students will learn to identify issues and analyze the manner in which issues impact journalistic disciplines.
- Students 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 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 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 assigned readings materials.
- Working in groups, students will take part in at 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, 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, audience 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.