

Media Diversity and Society

JOUR 4702/6702-001

Spring 2017

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COURSE REQUIREMENTS

CATALOG 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:

Chapters from Gorham J. (Editor); *Annual Editions: Mass Media* 12/13 (18th ed.). New York: McGraw-Hill Higher Education. ISBN 978-0-07-805124-1 will be provided to students by email. Many of the chapters contain dated material and there is no need to purchase the book.

COURSE REQUIREMENTS:

You are required to read the material assigned or provided by the instructor, 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. It is also imperative that you attend class. Roll will be taken at the beginning of each class and will not do well if you have repeated absences. Quizzes and exams will NOT be made up except in extreme circumstances as determined by the instructor and with written excuses. Extra credit will be given for perfect attendance and other suggested campus events.

- Journalism is all about meeting deadlines. No late work will be accepted. If you do not complete an assignment, quiz or exam by the specified time, that assignment or exam will receive a zero.
- This class begins promptly at 11:30 a.m. on Monday, Wednesday and Friday. You must be on time. If you arrive late for class after the roll is called, you will be marked as tardy, and repeated tardiness will lower your overall grade. If you arrive late on the day a quiz or exam is given, and the quiz or exam 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 assignments
 - Be prepared to discuss in class
 - Take the quiz in class for those assignments

UNDERGRADUATE GRADING:

Undergraduate grading for this class will be on a point system. Writing assignments and quizzes are worth between 50 and 100 points each. If you miss more than one or two quizzes and outside assignments, it will adversely impact your final grade significantly. Undergraduate students will also be assigned to write one minor paper and one major outside paper. Details will be discussed during the semester. The papers must be double-spaced, in 12 pt. Times New Roman font, plus the references list if necessary.

- A: 900 points and above
- B: 800-899 points
- C: 700-799 points
- D: 600-699 points
- F: 599 and below

GRADUATE GRADING:

Graduate student grading will also be on a point system. All of the requirements for undergraduate students apply to grad students. In addition, graduate students are required to write two papers in this class, properly cited in APA format, one on an assigned issue related to the State of Mass Media in 2017; the other on a mass media issue of your choice. You will also be assigned a group project on a mass media topic to be determined and make a joint presentation to the class.

- A: 1,000 points and above
- B: 900-999 points
- C: 800-899 points
- D: 700-799 points
- F: 699 and below

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

There will also be opportunities for extra credit through attendance and department-sponsored events, class participation and perfect class attendance.

Tentative Class Schedule for Spring 2017
(Dates and topics are subject to change)

- Jan. 18: Introductions, discussion of syllabus, topics to be covered and importance of this class.
- Jan. 20: Mass Media's Coverage of a Presidential Campaign: 2008 and 2016.
- Jan. 23: Discussion of Article: "Television and the Decline of Deference."
- Jan. 25: Discussion of Article: "Revolution in a Box."
- Jan. 27: The Future of Television News.
- Jan. 30: Discussion of Article: "In the Beginning Was the Word." Quiz on Previous Discussions.
- Feb. 1: Guest speaker to be announced. Be prepared to question speaker and engage in subsequent discussion.
- Feb. 3: Special topic 1: WikiLeaks, Russian Hacking, and American Democracy.
- Feb. 6: Mass Media, Society and the Black Lives Matter Movement.
- Feb. 8: Discussion of the Article: "I Can't Think." Quiz on Previous Discussions.
- Feb. 10: The Future of Newspapers.
- Feb. 13: The Future of Newspapers (Part 2).
- Feb. 15: Discussion of Article: "The Quality Control Quandary."
- Feb. 17: Quiz on Previous Discussions.
- Feb. 20: Discussion of Article: "A Porous Wall."
- Feb. 22: No Class. Work on assigned paper to be submitted February 27
- Feb. 24: The Value of Opinion Journalism.
- Feb. 27: Special Top 2: Politicians and Free Speech. Turn in assigned paper. Extra credit for attending First Amendment lecture on February 28.
- March 1: Covering the News in the Age of Social Media.
- March 3: Mid-Term Exam.
- March 6 through 10: Spring Break
- March 13: Discussion of Article on Media Fact-Checking.
- March 15: Discussion of Article: "Too Graphic."
- March 17: Discussion of Article: "What Would You Do?"
- March 20: Guest Speaker to be announced. Be prepared to question speaker and engage in subsequent discussion. Articles 23.
- March 22: Discussion of the Article: "Multitasking Youth."
- March 24: Discussion of the Article: "North Korea's Digital Underground."
- March 27: Quiz on Previous discussions.
- March 29: Special Topic 3: Getting Along Without Traditional Media
- March 31: Discussion of Article: "Retreating From the World."
- April 3: Mass Media's Faux Pas 49 Years After King Assassination.
- April 5: Discussion of the Article: "Information Overload."
- April 7: Special Topic 4: The Impact of Media Violence on Society. Quiz on Previous Discussions.
- April 10: Freedom of Information and the Public's Right to Know.
- April 12: Celebrity Journalism: Is There A Career There?
- April 14: Major paper due from students; Discussion of paper topics.
- April 17: Discussion of Citizen Journalism.
- April 19: Quiz on Previous Discussions.
- April 21: Final guest speaker of the semester.
- April 24: Discussion of Most Recent Topic Impacting Mass Media.

- April 26: Last class meeting; Review for Final.
- April 27: Study Day.
- FINAL EXAM to be announced.

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 students in the Department of Journalism and Strategic Media 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 from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

DEADLINES:

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

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.

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 Hall 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:

Always 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.