

Mass Media & Diversity

JRSM 7320-M51

Spring 2020

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COURSE REQUIREMENTS

Catalog description

Research and analysis of the relationship among mass media, women and minorities.

Prerequisites

Graduate status

Textbooks, Software and Required Materials

Gender, Race and Class in Media edited by Gail Dines & Jean M. Humez, (5th edition) Sage Publications, 2011.

Classroom format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student. Each week, we will discuss a new topic and designated classmates will be responsible for presenting the class via the discussion board with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to actively participate on the discussion board, even if all your assignments are turned in on time and done acceptably, will significantly affect your final grade.

You must have internet access and Microsoft Word to generate a ".doc" or ".docx" extension. All assignments MUST be filed in a ".doc" or ".docx" format; type must be double-spaced with indented paragraphs.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 7320 – M50 to enter your course and read the instructions on the welcoming page

Course Requirements

This class is divided into three engagement components: analytical, reflexive, and community.

Analytical engagement (60%)

- Book chapter (60% total)
 - Intro outline (2%)
 - Introduction and cultural media source (10%)
 - Literature/theoretical framework outline (2%)
 - Literature review/Theoretical framework (10%)
 - Peer edit: Introduction and literature (2%)
 - Argument outline (2%)
 - Argument (10%)
 - Peer edit: Full draft (2%)
 - Final draft (20%)

Reflexive engagement (10%)

- Journal/Observations (5 at 2% each = 10% total)

Community Engagement (30%)

- Professionalism (e.g., writing emails, making meetings, etc.)
- Discussion board leaders (twice during the semester at 5% each = 10% total)
- Discussion board participation (15%)
- JRSM Portfolio (5%)

Brief assignment descriptions.

Book chapter: We will use our text as a guide for writing up a short, analytical research paper. Throughout the semester you will turn in components of your chapter for feedback—both from myself and your peer-to-peer edit partner. This assignment is worth 60% of your grade.

Journal/Observations: Throughout the semester you will be required to reflect on the readings and think about how you move through the world. Various prompts will be provided, but you may also take the time to reflect on your own. You may connect to your own work, other readings from the course, and/or other readings from your program. These are short 1-2-page reflections.

Discussion Board leaders: Twice during the semester you will be asked to manage the discussion board for that week. You must think about question prompts, ask for appropriate multimedia examples, pose follow-ups to posts, and engaging with your classmates.

Discussion board participation: Each week that you are not a discussion board leader you must use the discussion board to engage with your peers.

Note: Outlines and peer edits are exempt from the late policy and are graded pass/fail. Those are built into the schedule for you to stay on track, and will either be in on time (two points) or not (zero points).

Students with disabilities & accommodations

If you will need accommodations to meet any of the requirements of this course, please let me know as soon as possible. Remember, this does not mean you are incapable or receiving special treatment. We all have specific tools we use to do our best work. I encourage you to consider which tools you need to be your best in this class.

Trauma & emotional needs

This class is just one component of your life. It is important, but sometimes we experience trauma and crisis, and we need to reprioritize. As your instructor, I feel your health and well-being is more important than this class. If completing this course or an assignment to the best of your abilities is challenging, please let me know as soon as possible. I am here for you and want to work with you.

“THE CODDLED COLLEGE STUDENT” and RECOGNIZING YOUR PRIVILEGE:

The current political climate does not look favorably on those of us in higher education. “They” think that you’re a bunch of babies who need trigger warnings and who can’t have hard conversations. “They” think that I’m only feeding you liberal propaganda. Classes like this are vulnerable to these critiques, and rightly so. Diversity classes demand that sit in our discomfort and face realities we often don’t want to: white people benefit from white supremacy, non-trans (or cisgender) males benefit from misogyny and the patriarchy, and so on. I ask for this class that we remain open to discomfort. Each of our lived experiences is unique and there’s a lot we can learn from each other (I include myself in this). There’s a balance between letting ideas flow freely and making sure there’s a degree of critical reflection and safety.

Grading

A+ = 97-100%; A = 93-96%; A- = 90-92%

B+ = 87-89%; B = 83-86%; B- = 80-82%

C+ = 77-79%; C = 73-76%; C- = 70-72%

D+ = 67-69%; D = 60-66%

F 0-59%

Plagiarism policy

First offense: Redo for 50%, plus meet with Teri

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

Final assignment, regardless of which offense: Automatic 0 on assignment

Citation policy

For this class, we’ll use AP Style (<https://www.apstylebook.com>) and APA style (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html).

All work in this course should follow AP Style, including proper spelling, grammar and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good – and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

Late work

<24 hours late: -10%

24-48 hours late: -20%

>48 hours: Feedback only

Reminder note: Outlines and peer edits are exempt from the late policy and are graded pass/fail. Those are built into the schedule for you to stay on track, and will either be in on time (two points) or not (zero points). Finals week assignments are exempt from the late policy, too.

Emailed assignment policy

I will not accept assignments via email unless I *tell* you to email it to me.

COURSE SCHEDULE

The week starts on the Monday and will conclude on Sunday, which is when your assignment is due. All assignments are due on Sundays at 11:59 p.m. unless otherwise noted.

Week 1, January 20

Introductions and Cultural Studies Approach to Media: Theory

Readings: Ch. 1-4

Assignments: Journal #1 (1/26)

Week 2, January 27

Cultural Studies Approach to Media: Theory

Readings: Ch. 5-9

Assignments: Intro outline (2/2). This is exempt from the late policy.

Week 3, February 3

Representations of gender, race, and class (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 10-14, Ch. 62

Assignments: Journal #2 (2/9)

Week 4, February 10

Representations of gender, race, and class

Readings: Ch. 15-18

Assignments: Introduction draft (2/16)

Week 5, February 17

Reading Media Texts Critically (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 19-22, Ch. 63

Assignments: Lit outline (2/23). This is exempt from the late policy.

Week 6, February 24

Reading Media Texts Critically

Readings: Ch. 23-26

Assignments: Journal #3 (3/1)

Week 7, March 2

Advertising and Consumer Culture (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 27-31, Ch. 64

Assignments: Literature draft (3/8)

Week 8, March 9: Spring Break

Take the week off.

Readings: Read something fun

Assignments: Do something relaxing

Week 9, March 16

Advertising and Consumer Culture (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 32-35, 65

Assignments: Peer edit #1 (3/22). This is exempt from the late policy.

Week 10, March 23

Representing Sexualities

Readings: Ch. 36-39

Assignments: Argument outline (3/29). This is exempt from the late policy.

Week 11, March 30

Representing Sexualities (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 40-43, Ch. 66

Assignments: Journal #4 (4/5)

Week 12, April 6

Growing up with Contemporary Media

Readings: Ch. 44-47

Assignments: Argument draft (4/12)

Week 13, April 13

Growing up with Contemporary Media (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 48-51, Ch. 67

Assignments: Peer edit #2 (4/19). This is exempt from the late policy.

Week 14, April 20

Still Watching TV in the Digital Age (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 52-56, Ch. 68

Assignments: Journal #5 (4/26)

Week 15, April 27

Still Watching TV in the Digital Age (+ Social Media, Virtual Community, and Fandom chapter)

Readings: Ch. 57-61

Assignments: Work on your final draft

Finals week, May 1-7

Readings: No assigned readings

Assignments: Final book chapter (5/3 at 11:59 p.m.) This is exempt from the late policy.

Portfolio (5/3 at 11:59 p.m.). This is exempt from the late policy.

JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the

University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according

to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in

connecting with campus or community support.