

Mass Media & Diversity

JRSM 7320-M50

Spring 2023

Online/UofM Global

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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

Luther, C. A., Lepre, C. R., & Clark, N. (2018). Diversity in Us mass media (2nd ed.). Wiley Blackwell.

Class 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.

You must have internet access and Microsoft Word to generate a “.doc” or “.docx” extension. All assignment drafts must be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs. PDFs are appropriate for creative work or final drafts.

Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
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, community, and professional development.

Analytical engagement: 35% of final grade

- News: Analyze and provide diversity strategies based on real media scenarios

- Social Media Messages

Scholarship: Research Paper or Paper-in-Progress: 25%

- Audio: Interview with diversity and mass media scholar Organize a live meet-up (e.g., speaker, discussion section, happy hour)
- Participate in or design a DEI Twitter chat
- Build a infographic, or social media post

Professional development: 40%

- JRSM Portfolio or professional diversity statement (for non-JRSM students): 15%
- Discussion board posts: 10%
- Intro, midterm, and final reflection: 15%

Brief assignment descriptions.

Analytical: In my attempt to acknowledge the diversity of experiences and goals held by our community, I would like to offer a choice in how to engage with the material critically. Students can use theories and concepts from class to conduct:

1. An environmental scan on how a DEI issue is being presented by news organizations
2. Social media analyzation of a brand's platforms through a DEI lens
3. An interview with a scholar or DEI activist
4. A traditional social science paper, chapter, or case study: These projects will be divided into: one pitch, three drafts, and the final. Please see Canvas for each individual track guidelines.

Community engagement: Diversity, equity, and inclusion is not best left in the classroom. We must learn how to engage with these concepts (and groups) in our everyday lives. This section will allow you to à la carte your experience. More detailed descriptions on Canvas.

Professional development: Students will be asked to submit their JRSM portfolio or a diversity statement at the end of the semester and reflection journals throughout.

Plagiarism

First offense: Redo for 50%, plus meet with Dr. Macklin

Second offense: Automatic 0, no redo

Third offense: Automatic class fail and report you to department chair

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

Citations

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

One week late: 10% reduction

Two weeks late: 70%

Final call: 50%

Email assignments

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

Grading

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

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.

Please see Canvas and your consumption schedule for all the week's readings.

If you celebrate a holiday and would like to renegotiate a deadline, please let me know ASAP.

Week 1, January 17

January 16: Martin Luther King, Jr. Day

Assignments: Class Intro and the state of media and diversity

Discussion board #1 - 1/22

Intro reflection due - 1/22

Read Chapter 1

Week 2, January 23: Critical approaches

Assignments:

Discussion board #2 - 1/29

Project pitch assignment directions

Read Chapter 2

Week 3, January 30: Intersectionality and Black Feminist Thought

Assignments:

Discussion board #3 – 2/05

Project pitch due - 1/29

Read Chapter 4

Week 4, February 6: Project Pitch Feedback

Assignments:

Recovery week: You should use this time to work on your assignments or revised pitch catch up, and take care of yourself, family, and communities

Week 5, February 13

Assignments:

Discussion board #4 due – 2/19

Work on Draft 1

Read Chapter 16

Week 6, February 20

Assignments:

Discussion board #5 due 2/26

Draft #1 due 2/26

Read Chapter 9

Week 7, February 27

Assignments:

Discussion board #6 due – 3/5

Midterm reflection due - 3/5

Read Chapter 10

Week 8, March 6 – 12, 2023

No classes: SPRING BREAK

Week 9, March 13

Assignments:

Discussion board #7 due – 3/19

Draft #2 due - 3/19

Read Chapters 13 & 7

Week 10, March 20

Assignments:

Discussion board #8 - due 3/26

Read Chapters 8 & 11

Week 11, March 27

Assignments:

Discussion board #9 - due 4/2

Chapters 12 & 14

Week 12, April 3

Assignments:

Draft #3 due - 4/10

Community Engagement assignment directions

Read Chapters 3, 5, & 6

Week 13, April 10

Read Chapters 15 & 17

Week 14, April 17 & 19, 2023

Assignments:

Discussion board #10 due - 4/23

Community engagement due - 4/23

Statement/Portfolio due 4/23

Week 15, April 24

Assignment: Final reflection due 4/27

Last call for all semester assignments (excluding discussion boards): April 27 at 11:59 p.m.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#)

for information about implementing email forwarding. You are required to check your email daily.

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 & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C- for undergraduate; B- for graduate) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to

MyMemphis; click the “Student Pages” dropdown menu and select “My Resources” and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.