# **Media, Diversity, Society**

## JRSM 4702-M50

## Summer 2024

## Global/Online Asynchronous

## Chalise Macklin, Ph.D.

**Office:** virtual only

**Email:** jmacklin@memphis.edu

## COURSE REQUIREMENTS

### Catalog description

Advanced study of critical issues faced by mass media with exploration of complexities that cause them and their impact on society.

### Prerequisites

None

### Textbooks, Software and Required Materials

*Luther, C.A., Ringer Lepre, C. & Clark, N. (2012).* Diversity in US Mass Media. Wiley-Blackwell.

### Classroom format

This is an online class. It is imperative that students read the textbook and any supplemental reading, view or listen to any included materials such as video or podcast, and complete any work contained within each week’s requirements in Canvas. Slide decks for each chapter that the class will cover from the textbook are included to help highlight some of the most important points from each chapter. Central standard time will be used when time is referenced.

The primary method of communication for the class is email. Students must check their university email account each weekday at 9 a.m. to remain current on class news and information. Students should only email the instructor from their official university email account. To maintain FERPA guidelines, emails from other email providers will not receive a response.

Ground Rules for Participation in Discussion in JRSM 4702:

1. Listen actively -- respect others when they are expressing themselves.
2. There may be times when I implement a sharing policy with no crosstalk on the discussion board. That means we will allow each other to share without refuting, agreeing with, or referring to each other’s share directly or indirectly. This teaches us to speak for ourselves and to allow others the right to speak for themselves.
3. Share from your own experience instead of generalizing ("I" instead of "they," "we," and "you").
4. Some of the materials we review could make you uncomfortable or challenge your worldview. In an effort to remain aware of our internal biases, grow, and learn as much as possible, we will strive to sit with uncomfortable feelings without pushing them away or discounting them.
5. Refrain from all personal attacks -- focus on ideas and the content we explore.
6. Participate to the fullest of your ability -- community growth depends on the inclusion of every individual voice.
7. Instead of invalidating somebody else's story with your own spin on her or his experience, share your own story and experience.
8. The goal is not to agree -- it is to gain a deeper understanding of diversity in U.S. media and to explore some of the contributing factors to the representations we see.
9. Be respectful at all times. Avoid slurs and hostile language (unless the term is used to critically analyze it or is contained within a direct quote or title) or tones. Make every attempt to avoid micro-aggressions, aggressions, gas-lighting, and minimizing.

### 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 4702-M50 to enter your course and read the instructions on the welcoming page.

### Course Requirements

1. The basic requirements for this course include these elements:
2. Complete assigned readings, viewings, etc., each week;
3. Check campus email each weekday morning by 9 a.m.;
4. Submit high-quality work on assignments, activities, quizzes or projects on deadline;
5. Turn in professional work that reflects logical, well-informed, critical thinking skills;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussion when discussion topics are posted.

### Grading

Exams = 50%

Assignments, Activities, Participation, Presentations, Reports, Exams, Exercises = 50%

A=100-90

B=89-80

C=79-70

D=69-60

F=59-0%

### Other issues

Class materials are organized by module in Canvas. Each module, complete the materials in the appropriate folder and read the corresponding chapter in our text. Each module’s work is due NLT 11:59 p.m. on the Saturday that concludes the module unless otherwise specified.

## COURSE SCHEDULE

#### Module 1: Introduction

Readings: Chapter 1

Assignments: Module 1 materials and familiarize yourself with Canvas content

#### Module 2: Theory

Readings: Chapter 2 and any supplemental materials provided in Canvas or class

Assignments: Module 2 materials in Canvas

#### Module 3: Native American representation

Readings: Chapter 3 and any supplemental materials provided in Canvas or class

Assignments: Module 3 materials in Canvas

#### Module 4: Black & African American representation

Readings: Chapter 4 and any supplemental materials provided in Canvas or class

Assignments: Module 4 materials in Canvas

#### Module 5: Hispanic representation

Readings: Chapter 5 and any supplemental materials provided in Canvas or class

Assignments: Module 5 materials in Canvas

#### Module 6: Arabs/Arab American representation

Readings: Chapter 6 and any supplemental materials provided in Canvas or class

Assignments: Module 6 materials in Canvas

#### Module 7: Asian/Asian American representation

Readings: Chapter 7 and any supplemental materials provided in Canvas or class

Assignments: Module 7 materials in Canvas

#### Module 8: Gender

Readings: Chapter 8 and any supplemental materials provided in Canvas or class

Assignments: Module 8 materials in Canvas

#### Module 9: LGBTQ+ representation

Readings: Chapter 10 and any supplemental materials provided in Canvas or class

Assignments: Module 9 materials in Canvas

#### Module 10: Class representation

Readings: Chapter 13 and any supplemental materials provided in Canvas or class

Assignments: Module 10 materials in Canvas

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JRSM 4702

* Apply the principles and laws of freedom of speech and press globally and in the United States.
* Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
* Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation, and ability, domestically and globally, across communication and media contexts.
* Demonstrate an understanding of professional ethical principles and work ethically to pursue truth, accuracy, fairness, and diversity.
* Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

### How professional values and competencies will be met

#### Cognitive objectives to be mastered (ability to explain, analyze, understand, and think critically)

* Recognize the role of media in influencing the political and cultural dynamics on the global stage.
* Develop a strong historical sense of how mass communication technologies originated and developed.
* Understand the variety of relationships between media and their audiences, particularly diverse audiences.
* When creating messages, be sensitive to the needs of diverse and under-represented groups in programming and leadership.
* Understand the ongoing government regulation of the U.S. Media and the constitutional principles that guide it.
* Recognize social media platforms’ continuing impact and power in shaping global media messages.
* Evaluate the dynamics that cause mistrust in the media and assess attempts to manipulate media, including social media, for political and social gain.
* Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
* Recognize the stark differences in the delivery of media content globally.
* Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
* Understand how evolving technology affects the media and mass communication.
* Understand what’s involved in preparing for and advancing a career in the changing media.
* Understand mass communication theories and their application to media professions.

#### Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

* Earn a passing score on periodic tests and/or exams.
* At the instructor’s discretion, students may participate in one or more outside activities (e.g., attend FOI and First Amendment lectures, interview media professionals, visit media organizations, or participate in applicable research).

### How assessment of student learning will be met

#### Awareness

#### Grow awareness of the First Amendment and the basics of media law

#### Recognize major divisions of mass media, including newspapers, magazines, TV, radio, the internet, books, movies, public relations, and advertising.

* Evaluate how diversity affects the media industry.

#### Understanding

#### When ethical decision-making is discussed throughout the semester as it applies to each media profession, students will be required to present justification for their opinions during discussion and class exercises to show they are not just repeating the instructor’s lecture points but also understanding the process.

#### Discussion questions will be posed in class to stimulate critical thinking. Independent thinking is encouraged.

* Demonstrate an awareness of current issues and events in news and popular culture.

#### Application

* The creation of research papers related to various issues of diversity in mass media is required to show an understanding of the current media landscape.
* Participation in class discussions is designed to encourage healthy dialog around critical issues of diversity, equity, and inclusion through mass media.
* The principles and practices of various media organizations discussed can be used in other classes within Journalism & Strategic Media.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you must 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 web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system but 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 include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. 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 activate your UofM email account. If you are using another provider, such as Google, you must forward all UofM emails to that account. Go to the [account management website](http://iam.memphis.edu/) for information about implementing email forwarding. You are required to check your email daily.

### Electronic devices

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

### AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

### 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-) 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. 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. For more information about the University policy on academic integrity, visit the [Office of Student Accountability’s website](https://www.memphis.edu/osa/).

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. You 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 your ideas’ originality and evaluating the 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 a source document in Turnitin.com’s restricted access database. It is solely to detect plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or not accepted.

### 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, 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 must 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 before 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 grammar and punctuation rules. You are responsible for learning these rules and checking your work for errors.

### Disability and accommodations

If you need 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. 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 understanding various 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.

### Weather policy

Always check with local media on the University of Memphis website 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 can assist in connecting you with campus or community support.