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2019

### JRSM 7320: Mass Media & Diversity (Syllabus)

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**Mass Media and Diversity**

JOUR 7320-001, M50

Spring 2019

Class time: Tuesdays 5:30-8:30

Classroom: Meeman 106 or via Blue Jeans

Dr. Teri Del Rosso

Office: Meeman 312

Office hours: Wednesdays 1:30-3:30 p.m. and Thursdays 2:30-4 p.m.

Phone: 901.678.2852 (o) or 315.552.8359 (c)

Email: t.l.d@memphis.edu // Twitter: @tldelrosso // Instagram: @dr\_powerblazer

**CATALOG DESCRIPTION**

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

**PREREQUISITE:**

Graduate status

**TEXTBOOK:**

*Gender, Race and Class in Media* edited by Gail Dines & Jean M. Humez, (5th edition or 4th edition) Sage Publications, 2011.

**COURSE OBJECTIVES:**

- To research and analyze the relationship between gender, race, class, sexual orientation, and other marginalized identities (and the intersection of those) and the mass media.
- To encourage students to a greater awareness of the functions and effects of the mass media on society in the 21st century with particular emphasis on the print and electronic media as it relates to gender, race, class and sexual orientation issues.
- To trace the history and evolution of minorities' coverage by and participation in the mass media.
- To observe and analyze the portrayal and image of minorities in the mass media.
- To sensitize students to the impact of the spoken and written word.
- To collect and compare research data on how the spoken and written word are being used and their effect on the image of minorities.

**CLASSROOM FORMAT & POLICIES.****CLASSROOM FORMAT:**

This is a graduate seminar with lecture and class discussion. Each week, we will discuss a new topic and designated classmates will be responsible for presenting the class with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to attend class or to actively participate, even if all your assignments are turned in on time and done acceptably, will significantly affect your final grade.

### **HYBRID CLASSROOM FORMAT (M50 students)**

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

### **STUDENTS WITH DISABILITIES & ACCOMODATIONS:**

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. More student resources posted to eCourseware.

### **“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.

## **ASSIGNMENTS & GRADING POLICIES.**

### **GRADING SCALE:**

A+= 100-97, A= 96-93, A-=92-90

B+= 89-80, B= 86-83, B-=82-80

C+= 79-77, C= 76-73, C-=72-70

D+= 69-67, D= 66-63, D-=62-60

F = 59 and below

### **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 and APA style.

### **LATE POLICY:**

<24 hours late: -10%

24-48 hours late: -20%

>48 hours: Feedback only

In this class is it better to ask for permission than forgiven (It is preferred that if you need an extension you ask for it, rather than asking to make something up)

### **EMAILED ASSIGNMENT POLICY:**

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

## **THE WORK.**

### **ATTENDANCE AND ENGAGEMENT:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for non-attendance or habitual late arrival. You 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 death in the family.

Your physical (or virtual) body showing up is not the same as *you* showing up.

Physically coming to class and not engaging will result in an average (C) score for engagement and participation.

### **COURSE ASSIGNMENTS:**

Please access eCourseware for detailed guidelines on each assignment. Deadlines are also listed in the class schedule. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted. All work is due at 11:30 p.m. CT on the assigned SUNDAY, unless otherwise noted.

### THE WORK BREAKDOWN.

#### Analytical work (60%)

- Book chapter (50% total)
  - Introduction and cultural media source (10%)
  - Literature review/Theoretical framework (10%)
  - Argument (10%)
  - Multimedia component (10%)
  - Final draft (10%)
- Social media activist analysis (10%)

#### Reflections (30%)

- Reading reflections (5 at 2% each = 10%)
  - One of these reflections must be your graduate research colloquium reflections (2%). See below for more information
- Journal/Observations (5 at 2% each = 10% total)
- Discussion questions (10 at 1% each = 10%) OR Discussion leader (once at 10%)

#### Engagement & participation (10%)

- Professionalism (e.g., writing emails, showing up on time, etc.)
- Engagement (e.g., contributing to class discussion, providing feedback when asked, questions for guest speakers)

### 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 50% of your grade.

**Social media activist analysis:** Find, follow, and critique a social media activist of your choice. This person can engage in any kind of activism (e.g., anti-racist, body positivity, environmental, etc.). We will use tools from this class to analyze their work using an intersectional lens.

**Reading reflections:** Throughout the semester you will be required to reflect on the readings. You may connect to your own work, other readings from the course, other readings from your program. These are short 1-2 page reflections. One of these five must be your graduate research colloquium reflections (worth 2%).

**Journal observations:** This assignment asks you to 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.

**Option A: Discussion questions:** Each week you will submit a few discussion questions to help guide our classroom discussion.

OR

**Option B: Discussion leader:** Each student is required to sign up for one week to lead discussion.

**ADDITIONAL ASSIGNMENT:**

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Dates for the colloquia are: Friday, Feb. 22, Friday, Oct. 29, and Friday, April 19. All are from noon to 1 p.m. in Meeman 202. Those who cannot attend will receive instructions about remote viewing from your instructor.

Students enrolled in more than one course (JOUR 7080, 7320, 7350 and 7412, and 7530) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JOUR 7080, a student should reflect on research, while for 7350, a student should reflect on the use of multimedia reporting

**THE SCHEDULE.**

*(tentative and subject to change)*

<b>Week</b>	<b>Date</b>	<b>Description</b>	<b>Readings</b>	<b>Week's deliverables:</b> all due dates are Sundays at 11:30 p.m. unless otherwise noted. Discussion questions are due Tuesdays at 3:30 p.m. (if we do 'em)
1	1/15	Course introduction		
2	1/22	A Cultural studies approach to media: Theory	Part 1	Sun 1/27: Journal #1 due
3	1/29	Representations of gender, race, and class	Part 2	Sun 2/3: Reading reflection (RR) #1 due
4	2/5	Reading media texts critically	Part 3	Sun. 2/10: Introduction/Cultural text due
5	2/12	Advertising and consumer culture	Part 4	Sun. 2/17: Journal #2 due
6	2/19	Representing sexualities	Part 5	Sun. 2/24: RR #2 due
7	2/26	Growing up with contemporary media	Part 6	Sun 3/3: Theoretical framework due*  *I will turn around and upload these to eCourseware. You will read your partners work for the workshop & provide feedback

8	3/5	Spring break		Three priorities during your spring break: hydrate, consent, sunscreen.
9	3/12	Workshopping ideas	Peer edit	Tue. 3/12: Come prepared (aka READ what your partner submitted) to talk about your partner's work  Sun. 3/17: Journal #3 due
10	3/19	Still watching TV in the digital age	Part 7	Sun. 3/24: RR #3 due
11	3/26	Social media, virtual community, and fandom	Part 8	Sun 3/31: Argument due
12	4/2	Workshopping ideas + brainstorm topics and readings for weeks 13-15		Tue. 4/2: Come prepared to talk about your argument and your plans for the multimedia component  Sun. 4/7: Journal #4 due
13	4/9	Class topic of choice  (e.g., disability, global perspectives, health, age, etc.)	See eCourseware	Sun. 4/14: Social media activist analysis due ALSO Sun. 4/14: RR #4 due
14	4/16	Class topic of choice	See eCourseware	Sun. 4/21: Journal #5 due* *note: this is Easter Sunday, please plan accordingly
15	4/23	Class topic of choice	See eCourseware	Sun. 4/28: RR #5 due
Final	4/30	Final book chapter due		Upload necessary edits Upload multimedia component Upload colloquia reflections

*Grading schedule note: I must upload grades the morning of Monday, May 6*

## **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.

### **MOBILE PHONES AND LAPTOPS:**

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 the Department of 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.

**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/mass 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 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:**

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 UUIIDs 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:**

Students who 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.

**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. 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.