Mass Media & Diversity

JRSM 7320-M50

Spring 2022

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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

All required readings will be posted to Canvas.

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.

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 Canvas home page: https://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

Students with disabilities & accommodations

If you will need accommodations through Disability Resources 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, especially under the circumstances. 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.

COVID-19 illness accommodations

If you get sick:

I recommend you take an incomplete for the semester. Given that it's hard to know how your body will react, and cases range from asymptomatic to months of illness to death, we should prepare for you to dedicate a substantial amount of your time to feeling better. Your health is more important than this course. *Honor code: no documentation required.*

If you need to take care of someone who gets sick:

Depending on the severity of their illness, I recommend you consider taking an incomplete. If you are the primary caretaker of someone who tests positive for COVID-19 with symptoms, your priority should be remaining healthy and supporting that person. *Honor code: no documentation required.*

If you are exposed to someone who tests positive:

You must isolate and monitor your symptoms. Please let me know as soon as possible if that affects your access to resources and technology. *Honor code: no documentation required.*

Resources specific to physical health and wellness:

Mental health Services
UofM Student Health Center
Sexual, domestic, and intimate partner violence resources

If you are affected financially because of COVID-19:

There are many resources available through the Dean of Students including:

Dr. Rosie Phillips Bingham Student Emergency Fund
Emergency Food Resources, which includes Tiger Pantry
Emergency Housing
Specific COVID-19 relief funds

Course Requirements

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

Analytical engagement: 60% of final grade
- News: Environmental scanning
- Social Media: Social media listening project
- Audio: Interview with diversity and mass media scholar (podcast style)
- Scholarship: Conference paper, dissertation/thesis chapter, or case study

Community Engagement (Pick three): 15%

- Discussion board engagement (all students must participate in at least five discussion boards, each additional discussion board post will count for one point)
- Organize a live meet-up (e.g., speaker, discussion section, happy hour)
- Attend and live tweet a DEI event (virtual or in-person)
- Participate in or design a DEI Twitter chat
- Build a study guide, infographic, or social media post
- Mentor an undergraduate mass media & diversity student
- Peer edit (you will submit work and edit work)

Professional development: 30%
- JRSM Portfolio or professional diversity statement (for non-JRSM students): 10 points
- Discussion board posts: five points (you may earn an addition one points per discussion post for community engagement)
- Intro, midterm, and final reflection: 15 points (five points each)

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. A social media listening project of a brand's platforms through a DEI lens
3. An podcast-style interview with a scholar or DEI activist
4. A traditional social science article, chapter, or case study

These projects will be divided into one pitch (10%), three drafts (10% each), and the final (20%). 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 for non-JRSM students) at the end of the semester and reflection journals throughout. In addition to these pieces, I will ask you to complete an intro and exit survey.

Grading
We will be using a labor-based grading approach to this class. The principle of this is that everyone has different intentions and goals when it comes to their education. For some students, a class like diversity and mass media is core to who they are and what they want. For others, it's an interesting-enough sounding elective. As long as work is turned in on time and honors what is being asked, everyone will earn 90% on their assignments.

More information on the labor-based grading approach posted to Canvas.

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
One week late: full credit
Two weeks late: 70%
Final call: 50%

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.

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: Class Intro and the state of media and diversity
January 17: Martin Luther King, Jr. Day (no class)
January 18: Classes officially begin
Assignments: Intro reflection due 1/23
                 Discussion board #1

Week 2, January 24: Critical approaches
Assignments: Project pitch due 1/30

Discussion board #2

Happy Lunar New Year (February 1)

Week 3, January 31: Intersectionality and Black Feminist Thought
Assignments: Discussion board #3 due 2/6

Week 4, February 7: Recovery week
You should use this time to work on your assignments, catch up, and take care of yourself, family, and communities.

Week 5, February 14
Assignments: Draft #1 due 2/20
                 Discussion board #4

Week 6, February 21
Assignments: Discussion board #5 due 2/27

Week 7, February 28
Assignments: Midterm reflection due 3/6
                 Discussion board #6

Week 8, March 7: Spring Break (March 7-13)
Readings: Read something fun
Assignments: Do something relaxing

Week 9, March 14
Assignments: Draft #2 due 3/20
                 Discussion board #7

Happy Holi (March 18)

Week 10, March 21
Assignments: Discussion board #8 due 3/27

Week 11, March 28
Assignments: Discussion board #9 due 4/3

Happy Ramadan (April 2-May 2)

Week 12, April 4:
Assignments: Draft #3 due 4/10
                 Discussion board #10

Week 13, April 11: Recovery Week
You should use this time to work on your assignments, catch up, and take care of yourself, family, and

communities.

Happy Passover (April 16-23)
Happy Easter (April 17)

Week 14, April 18
Assignments: Community engagement due 4/24
                Portfolio due 4/24
                Discussion board #11

Week 15, April 25
Last day of class: April 27
Assignment: Final reflection due 4/27
Study day: April 28
Last call for all semester assignments (excluding discussion boards): April 27 at 11:59 p.m.

Happy Eid-Al-Fitr (May 2)

Finals week, May 1-7
April 29-May 5
Final paper due: May 5 at 11:59 p.m.
Final grades due: May 10

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.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the COVID-19 Health and Safety Policy (GE2040). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found here. Do not come to campus if you are

experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources
Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2022

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.