

Diversity & Mass Media
COMM 3357
Spring 2020

Professor: Dr. Camilla Gant
Office: Douglasville 146
Phone: 678.872.4218
E-mail: CourseDen Mail Only
Office Hours: M 10:30 - Noon
T/R 1:00 - 2:00 p.m.

Overview

A survey and critical analysis of scholarship concerned with the relationship between mass media, public relations, and selected populaces who have been given peripheral attention, i.e., minorities, women, lower socioeconomic class, and those who are aging or have physical disabilities. Emphasis is placed on the cultural impact of media and public relations in terms of representations, audience effects, and industry demographics, as well as media literacy and advocacy. Spring 2020 focus is mass media representations of race and gender.

You are responsible for learning all material presented in lectures and assigned readings. You are also expected to complete assigned readings prior to class, and to be prepared to make informed contributions to discussions. Class discussions will focus on central concepts in assigned text, and will occasionally draw on information from additional sources. If you have questions at any point concerning course expectations or material, I encourage you to e-mail or visit me during office hours.

Program Learning Outcomes

As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in media and communications after graduation. Therefore, the Department has adopted ACEJMC degree program learning outcomes - 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline.

For detailed list of ACEJMC professional values and competencies, see the UWG Undergraduate Catalog or ACEJMC - Standard 2. Curriculum and - Instruction - <http://www.acejmc.org/policies-process/nine-standards/>.



Learning Objectives

To analyze mass media representations of race and gender

To understand the social, economic, ethical, and political implications of mass media representations of race and gender

To examine the relationship between diversity and socially responsible and responsive mass media

Required Text/Readings

Luther, Catherine A.; Lepre, Carolyn Ringer; and Clark, Naeemah (2018). *Diversity in US Mass Media* (2nd Edition).

Select readings will be provided from:

Bramlett-Solomon, Sharon and Carstarphen, Meta G. (2017). *Race, Gender, Class, & Media: Studying Mass Communication and Multiculturalism* (3rd Edition). Noted on Weekly Schedule as RGCM.

Lind, Rebecca (2010). *Race/Gender/Media: Considering Diversity Across Audiences, Content, and Producers* (2nd Edition). Noted on Weekly Schedule as RGM.

Attendance

You are expected to attend all regularly scheduled class sessions; and arriving after class begins or leaving before class ends is discouraged as such behavior may distract the class. Given that exploratory assignments include in-class, independent and collaborative exercises throughout the semester, class absence may compromise your exploratory assignment average. Additionally, class absence may compromise performance on exams given that exams include material presented in lectures and assigned readings.

University Support Services & Policies

For information regarding university academic and online support, Honor Code, email policy, and credit hour policy, please visit

https://www.westga.edu/academics/assets/docs/Common_Language_for_Course_Syllabi.pdf

CourseDen Resources & Technical Support

For CourseDen and technical support, including tutorials, troubleshooting, and online resources, reference the UWG Online Student Guide link - <http://uwgonline.westga.edu/online-student-guide.php> . You may also contact UWG Online Help Desk Monday - Thursday 8am - 8pm EST and Friday 8am - 5pm EST at 678.839.6248 or 1.855.933.8946 (UWGO); or email staff at online@westga.edu. Additionally, you may contact the GeorgiaVIEW D2L 24-Hour Help Desk for assistance, 7 days a week and 365 days a year via the Internet at <https://d2lhelp.view.usg.edu/s/> or phone at 1.855.772.0423.

If you experience technical difficulties, it is very important that you contact UWG Online Help Desk or GeorgiaVIEW D2L 24-Hour Help Desk as a first resource. Staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date/time extensions which are only granted in cases of campus technology issues or cases of unavoidable situations substantiated with documentation.

CourseDen Tools

We will primarily use CourseDen *Discussions*, *Assignments*, *Quizzes*, *Grades*, and *Email tools*. You are expected to log in to CourseDen regularly throughout the week, but especially within 24 hours of each scheduled class session.

Discussions (DBoard)

The Discussions tool, also referred to as the discussion board (DBoard), allows for virtual classroom discussions. To extend classroom discussions, you will use DBoard to post chapter responses, and you may opt to participate in Talking Points. Talking Points is the topic area where I may sometimes initiate dialogue, and where you can initiate general discussions related to course content, e.g., post questions or comments or share interesting articles or web links related to class readings or virtual discussions.

Assignments

You will use the Assignments tool to submit essay exams by due dates noted on the Weekly Schedule. If you experience technology issues when submitting exams, it is very important that you follow instructions in previous CourseDen Resources & Technical Support section to avoid compromising earning credit for the exam.

My Grades

You will use the *My Grades* tool to view your grades. Assignment credit will typically be posted within 5 – 7 weekdays of completion/due dates.

Mail

The *Mail* tool allows you to send e-mail to and receive e-mail from me and your classmates. It is important that you check your e-mail each weekday. I will respond to e-mail within 24 hours with the exception of Friday afternoons, weekends, and holidays. If you send me e-mail Friday afternoons, weekends, or holidays, I will respond by 5:00pm the following weekday. Do not send e-mail to my UWG e-mail address. CourseDen Mail allows for more timely responses and effective tracking, i.e., all email threads related to the course are archived in one place.

Essay Exams

You are expected to complete two essay exams which will cover assigned readings and lecture material. Essay items when be provided at least one week prior to exams.

Make-up exams will be permitted only in cases of unavoidable situations substantiated with documentation. Requests must be made within two hours of the exam. To request a make-up exam, contact me via email or leave a message and contact number at 678.872.4218. If you experience technology issues when submitting exams, it is very important that you follow instructions in previous CourseDen Resources & Technical Support section to avoid compromising earning credit for the exam.

Exploratory Assignments & Digging Deeper Projects

To illustrate the complexity of mass and mass media issue, you will be required to complete *Exploratory Assignments* (mostly in class) and Digging Deeper Projects. These assignments are designed to explore specific diversity and mass media issues in more depth and to encourage critical thinking and collaborative decision-making skills.

Academic Dishonesty

Academic dishonesty will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. The University of West Georgia Student Conduct Code defines academic dishonesty as cheating, fabrication, plagiarism, and facilitating or allowing academic dishonesty in any academic exercise. The Code defines cheating as using or attempting to use unauthorized materials, information or study aids; fabrication as falsification or unauthorized invention of any information or citation; and plagiarism as representing the words or ideas of another as one's own. The code also states that direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Evaluation

Assignments will be weighted as follows:

| | |
|---------------------------------|-----|
| Essay Exam 1 | 15% |
| Essay Exam 2 | 15% |
| Exploratory Assignments Average | 15% |
| DBoard Chapter Responses | 15% |
| Digging Deeper Project 1 | 20% |
| Digging Deeper Project 2 | 20% |

Assignment and final grades will be based on the following scale.

| | |
|---|-------------|
| A | 90 - higher |
| B | 80 - 89 |
| C | 70 - 79 |
| D | 60 - 69 |
| F | 59 - lower |

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer extra credit opportunities or arbitrarily round up final averages. However, if you are within one percentage point of the next letter grade, and you have contributed to *Talking Points* DBoard discussions for at least seven weeks, you will qualify to receive the higher grade.

Weekly Schedule
 COMM 3357
 Diversity & Mass Media: Race, Gender & Media
 Spring 2020

| Week | Assigned Readings/Discussion Topic |
|------------------------|---|
| Week 1 1/7 1/9 | Review Syllabus & Weekly Schedule Diversity Matters Laying a Foundation for Studying Race, Gender, & Media (RGM, pp. 1-11) |
| Week 2 1/14 1/16 | Diversity & Its Relationship to Mass Media Chapter 1 - Introduction: Identities |
| Week 3 1/21 1/23 | Diversity & Media Literacy Literacy, Media, & Diverse Audiences (RGCM, pp. 3-9) Why We Study Race, Gender, Class & Media (RGCM, pp. 11-19) |
| Week 4 1/28 1/30 | Social Psychology of Stereotypes The Social Psychology of Stereotypes: Implications for Media Audiences (RGM, pp. 16-23) Social Psychology & Maintenance of Stereotypes (RGCM, pp. 47-53) |
| Week 5 2/4 2/6 | Whiteness & White Privilege Concept & Negotiation of Whiteness (RGCM, pp. 35-46) Whiteness & the Performance of White Privilege (RGCM pp. 267-270) |
| Week 6 2/11 2/13 | Diversity & Theoretical Frameworks Chapter 2 - Theoretical Foundations of Research in Mass Media Representations Media Functions, Theories, & Effects (RGCM, pp. 21 - 32) |
| Week 7 2/18 2/20 | No F2F Class Submit Essay Exam 1 (Weeks 1 - 6) by 5:00 p.m. EST via Assignments Submit Digging Deeper Project 1 by 5:00 p.m. EST via Assignments |

| Week | Assigned Readings/Discussion Topic |
|--------------------------------|---|
| Week 8 2/25 2/27 2/28 | Digging Deeper Project 1 Presentations Last Day to Withdraw with “W” |
| Week 9 3/3 3/5 | No F2F Class Chapter 3 - Representations of American Indians Post Chapter Response by 5:00 p.m. EST via DBoard |
| Week 10 3/10 3/12 | No F2F Class Chapter 4 - Representations of African Americans Post Chapter Response by 5:00 p.m. EST via DBoard |
| Week 11 3/17 3/19 | Spring Break; No Class |
| Week 12 3/24 3/26 | No F2F Class Chapter 5 - Representations of Hispanics/Hispanic Americans Post Chapter Response by 5:00 p.m. EST via DBoard |
| Week 13 3/31 4/2 | No F2F Class Chapter 7 - Representations of Asians/Asian Americans Post Chapter Response by 5:00 p.m. EST via DBoard |
| Week 14 4/7 4/9 | No F2F Class Chapter 9 - Representations of Gender in Television, Film & Music Video Post Chapter Response by 5:00 p.m. EST via DBoard |

| Week | Assigned Readings/Discussion Topic |
|---------------------------------|---|
| Week 15 4/14 4/16 | Chapter 16 - Mass Media Industries Addressing Diversity Chapter 17 - Conclusion Submit Digging Deeper Project 2 by 5:00 p.m. EST via Assignments No F2F Class |
| Week 16 4/21 4/23 4/24 | Digging Deeper Project 2 Presentations Submit Essay Exam 2 (Weeks 9 - 16) by 5:00 p.m. EST via Assignments |