Course Overview

This class examines how women and minorities are portrayed in the mass media, the employment of women and minorities in the media, as well as how accurately the media reflect our society demographically. It will be taught seminar-style: it will encompass readings, oral presentations, examination of media products, guest speakers and videos.

We will spend a good deal of time in discussion. The course begins with an assumption that racism, sexism, classism and homophobia exist in our society and need to be acknowledged.

Also note that this is an O or “oral intensive” class. That means that a significant portion of your final grade will be based on the effectiveness of your oral presentations. More on that later...

Course Objectives

- Understand/ explicate the functions of mass media in a global society.
- Apply theories of mass communication to critically analyze how the media shape public perception and manipulate the masses.
- Critically analyze mass media constructs and assess how stereotypes are created, reinforced, and challenged.
- Use feminist theory and other critical/cultural approaches to increase media literacy related to issues of diversity and gender.

Required Texts

1. *Diversity in Disney Films*
   - Critical Essays on Race, Ethnicity, Gender, Sexuality and Disability
   - Edited by Johnson Cheu

2. *MEDIA MESSAGES*
   - What Film, Television, and Popular Music Teach Us About Race, Class, Gender, and Sexual Orientation
   - Second Edition
   - Linda Holtzman • Leen Sharpe

NOTE: In addition to these books, you will also be required to read articles and watch videos posted on blackboard.
Discussion
Requirements

To help ensure lively and engaging discussion, we will be using Slack.

- Our classroom Slack can be accessed using this link: https://join.slack.com/t/mediauaf/shared_invite/MjMzNjk1NjIwMTM0LTE1MDM5NQ3MTMtMTE2NzExMTgyOQ
- Download the app for your Apple products: Apple Store
- Download the app for your Android: Google Play

Posting Requirements for Discussion

Follow the “rule of 🙋.” You are required to post 3 high quality responses on 3 separate days, starting no later than day 3 of the assigned module.

What does high quality mean?

- Minimum of 200 words
- Elaborate on previous comments from others
- Present explanations of concepts or methods to help fellow students
- Present reasons for or against a topic in a persuasive fashion
- Share your own personal experiences that relate to the topic
- Cite at least two academic/scholarly sources per APA

There are no late submissions on the discussion posts. The late policy does not apply to discussion. Why? Once a module ends, we move on.

Modules: Discussion & Assignments

This class is broken down into a series of modules. For each module, you will have a required discussion component along with a required assignment to assess your mastery of course content.

It is your responsibility to ensure you fully understand the discussion requirements, assignment specifications, and due dates posted in Blackboard. These are detailed in the module description and discussion threads posted on Slack.
Oral Presentations

COJO/WGS 380 is an "oral intensive" course. Communication 141/131 is the prereq to this course, as such it is assumed that you know how to deliver a presentation and speak with proper structure, vocal variety, and nonverbal/body language. You will be responsible for 5 presentations over the course of the semester. **You will be graded not only on the content of your speech but also the delivery.**

Current events: You will be required to share class related media stories, images, articles, blogs etc., that you find interesting in 3 mini presentations (2-3 minutes long) throughout the semester. These current events presentations will be used to start class discussions and facilitate further student learning.

Discussion group presentation: There will be several videos viewed in and outside of this course. You will be assigned to one of the videos. For your particular video, you will: 1) Provide an analysis of the video viewed in class. 2) Lead a discussion of the video on the class day after the viewing. To do this effectively you must create discussion questions and seek out other materials (articles, videos, examples, activities). Group presentations will be a minimum of 30 minutes.

Group final presentation*: Over the course of the semester we have been researching the way media constructs frame women and minorities in the media. For the final, your group will find a television show or movie that has some of the constructs we have discussed. (No duplicate TV shows are allowed.) Presentations will be 10-15 min.

**Note this is a group presentation not a bunch of mini presentations smashed together. This needs to be one cohesive presentation.**

Assignments

This is a media class; as such, many of your assignments will require access to the internet, and social media.

### Speaking Center

Through one-on-one coaching, the speaking center can help you design and deliver a better presentation. Use this tool to your advantage, 30 minutes can mean the difference between a B and an A.

**Hours of operation for the spring:**

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<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday</td>
<td>11-5</td>
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<tr>
<td>Tuesday</td>
<td>10-1 &amp; 2-6</td>
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<tr>
<td>Wednesday</td>
<td>10-1 &amp; 2-8</td>
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<tr>
<td>Thursday</td>
<td>10-2 &amp; 4-7</td>
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<td>Friday</td>
<td>10-2</td>
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<tr>
<td>Saturdays</td>
<td>By Appointment</td>
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To schedule an appointment, use the online scheduling tool: [https://uaf.edu/speak/](https://uaf.edu/speak/)

Stop by 507 Gruening to learn more.
Attendance & Technology

This is a communication class. You are expected to fully participate in the classroom discussion and group activities. You have to be more than just a “butt in the seat” to be counted as “present.”

Please notify me before class if you need to leave early for any reason. If you miss more than 5 minutes of class, you are absent for the day.

Points will be subtracted from your attendance grade for issues such as personal insults, rudeness or undue aggressiveness to group members, or other attitudinal concerns.

Remember to turn off your cell phones before entering the classroom. I will count you physically absent for the day if you nonverbally communicate to me through the use of your cell phone (texting) or your computer or any other technology-enabled device that you are mentally absent.

It is rare that I excuse an absence. Unless it is a university-sanctioned event, we are expected to be in class.

There are no makeups for in-class activities or exams.

APA

All references and assignment submissions must be formatted per APA.

If you are not familiar with APA, here are some links to help you get started:

- https://owl.english.purdue.edu/owl/resource/560/01/

LATE Policy

You will be required to submit assignments throughout the term. I do allow late submissions within four days of the original due date. I highly encourage you to submit on time, however. A late submission on your end does not equal a grading emergency on mine. **All late submissions are subject to a 10% per day penalty.** After four days, a zero will be finalized in the grade book.

**NOTE:** Late policy does not apply to discussion or the final exam.

Extra Credit Opportunities

There will be extra credit opportunities throughout the semester.

Here is your first opportunity for extra credit: You may take a selfie with a speaking center coach and post it on Instagram with the hashtags *#uafspeakingcenter #uafcojo and receive 5 points of extra credit for visiting the speaking center. You may get extra credit for going to the speaking center two times over the course of the semester resulting in 10 extra credit points.
Academic Integrity

Forms of dishonesty include but are not limited to: (1) cheating or helping someone else cheat on an assignment or exam; (2) delivering part or all of a presentation or speech/written assignment that you did not author; (3) plagiarizing part or all of someone else’s written or oral work; (4) failing to cite your sources properly; and (5) falsifying information about any topic, such as why you were absent.

Come on...this is an upper division class...

All instances of academic dishonesty will be reported to the Dean of Students.

- Please see in the student code of conduct: http://www.uaf.edu/deanofstudents/academic-integrity/
- The complete student code of conduct can be found here: https://www.alaska.edu/bor/policy/09-02.pdf

Disability Services

The UAF Office of Disability Services is ready to assist eligible students in determining and implementing appropriate academic recommendations. If you have a disability, please visit the Office of Disability Services to learn how to request accommodations.

Important to Remember:

- You must provide documentation from the Office of Disability Services to receive accommodations.
- Accommodations take effect once documentation is received; there is no “back dating.” It is your responsibility to work with the Office of Disability Services to make the appropriate arrangements.
- If you are not a UAF student, it is your responsibility to ensure any necessary paperwork is forwarded to the UAF Office of Disability Services.

Final Course Grades

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<tr>
<th>Percentage</th>
<th>Letter Grade</th>
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<tr>
<td>97-100</td>
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<td>93-96</td>
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Classroom Climate

We will touch on culture, gender, sexuality, and other value-based topics. Please be prepared to discuss these subjects in a manner that does not discourage or devalue your classmates. I am a strong advocate of free speech, but this isn’t Twitter.

I will not tolerate offensive language, racial slurs, name-calling, anything considered hate speech, or anything else that disrupts our learning environment.

If your content is deemed offensive, I will take action to have you removed from my class. Go ahead and drop if you can’t handle this.

I follow UAF policy for I/W.
NOTICE OF NONDISCRIMINATION

The University of Alaska Board of Regents (BOR) have clearly stated in BOR Policy that discrimination, harassment and violence will not be tolerated on any campus of the University of Alaska. If you believe you are experiencing discrimination or any form of harassment including sexual harassment/misconduct/assault, you are encouraged to report that behavior. If you disclose sexual harassment or sexual violence to a faculty member or any university employee, they must notify the UAF Title IX Coordinator about the basic facts of the incident.

Your choices for disclosure include:

1) You may confidentially disclose and access confidential counseling by contacting the UAF Health & Counseling Center at 474-7043.

2) You may access support and file a Title IX report by contacting the UAF Title IX Coordinator at 474-6600.

3) You may file a criminal complaint by contacting the University Police Department at 474-7721.

More information here: https://uaf.edu/oeo/

Technical Requirements

Students must have regular access to a computer and the Internet to access online materials in Blackboard and Slack. Students will be expected to download course material as well as upload assignments. If you don’t have access, live in a remote area with limited access or have travel plans that will take you away from access for significant periods of time, this isn’t the class for you. Your success depends on your ability to access and engage.

Student Support Services

UAF Academic Support Services supports students with academic advising, tutoring and academic support, disability services, computing and IT support. Contact the Registrar’s office for things like: enrollment, registration, petitions, transcripts, graduation and more.

Alternately, contact UAF Student Support Services for first-generation and those with disabilities or low income who may be eligible for additional student support.

UAF maintains an academic environment in which the freedom to teach, conduct research, learn and administer the university is protected. Students enjoy maximum benefit from this environment by accepting responsibilities commensurate with their role in the academic community. Visit UAF Student Policies.

Disclaimer: This syllabus is a living document and subject to change/revision. All changes/revisions will be uploaded to Blackboard. It is your responsibility to ask questions and seek clarification.