

JOUR 534: Diversity in Media

Fall 2019

2:30-3:45 Tuesday/Thursday

Wescoe 1003

Welcome to Diversity in Media! We are at a critical juncture in communication history where it is ever more important to provide fair and accurate portrayals of diverse populations, whether that be through journalism coverage, advertising or public relations campaigns. The theme of this course is Excellent Journalism, a phrase that will apply to all branches of mass communication.

In this course, we will have in-depth discussions about the power of choice in words and visuals, as well as discuss problematic and effective communication strategies. Furthermore, you will get hands-on experience researching diverse populations and promoting effective change across campus.

Professor: Dr. Finneman

E-mail: teri.Finneman@ku.edu

Office hours: 12-2 Tuesdays & Thursdays in 209D Stauffer-Flint. Also by appointment.

About: Dr. Finneman is a national expert in women and media research, with an emphasis on how women in politics and first ladies are portrayed in the news. She also studies sexism faced by women in television, particularly via social media. Her book, *Press Portrayals of Women Politicians, 1870s-2000s*, was a finalist for a national book award.

She is also an expert in generational differences and helped write the textbook used in this course with other journalism and strategic communication faculty. She has had a 20-year career in journalism (newspaper, TV, radio, podcasting, social media) and has spearheaded various public relations campaigns and events.

Course Description: A study of mass media images and portrayals of race, class, and gender in society. The course examines media representations of African-Americans, Latinos, Native Americans, and Asian Americans, as well as media images of masculinity and femininity. The course also explores media images of groups traditionally under-represented in the media, including gays and lesbians, the elderly, the poor and the disabled. Students study media portrayals in journalism, entertainment, public relations and advertising. The course encourages

students to think critically about media images and analyze the role mass media play in reinforcing cultural stereotypes.

Course Objectives

- Understand how to be an effective mass communicator in a global community.
- Identify how cultural and social privilege can influence the media.
- Challenge various assumptions about the difficulties in reaching diverse audiences.
- Learn mass communication responsibility, standards and ethics.
- Collect and analyze research about diverse populations
- Develop a media plan of action for improving coverage and relationships with diverse audiences

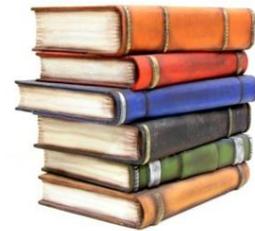
Required reading

--*Cross Cultural Journalism* by Perry/Len Rios

--*Nickel and Dimed* by Barbara Ehrenreich



There are also readings for most weeks on Blackboard.



Coursework

Your grade will be determined by the following items:

Reading reflections: 120 points

Test 1 = 100 points

Test 2 = 80 points

Class project = 300 points

Total: 600 points

**Any master's students enrolled should meet with Dr. Finneman to discuss a graduate-level component worth an additional 100 points.

Reading Reflection

Reading Reflection are due (almost) every week by 2:30 p.m. Tuesday. Write one typed page (double spaced) about what you found interesting about the reading(s) for the week. Reflections turned in after 2:30 p.m. sharp are late and will receive an automatic 0. Each assignment is worth 10 points: 8 points that illustrate depth of engagement with the reading; 2 points for grammar/spelling/editing.

Tests

Test 1: Oct. 10

Test 2: Dec. 5

Class Project

You will receive directions related to the multi-stage class project throughout the semester.

Grading Scale:

Your final grade for this class will be a letter grade. Here's the grading scale.

| | |
|--------------|-----------------|
| 93 – 100 = A | 90 – 92 = A- |
| 87 – 89 = B+ | 83 – 86 = B |
| 80 – 82 = B- | 77 – 79 = C+ |
| 73 – 76 = C | 70 – 72 = C- |
| 67 – 69 = D+ | 63 – 66 = D |
| 60 – 62 = D- | 59 or below = F |

Any questions/complaints/etc. about grades must be made within one week of receiving the grade. After that, the grade is final.

Do not wait until the last minute to do your work since this will impact your entire team and the class. Always have a Plan B and always keep a back-up copy of important material.

There are two extra credit opportunities in this class. You can earn 20 points if you attend one suffrage anniversary event and write a one-page paper (double-spaced) about what you learned. This is due within one week of the event in order to receive credit. Potential events are here: <https://rockcha.lk/KUsuffrage>.

The other option relates to how much we will discuss journalism history in this course. You may write a two-page (double-spaced) paper answering the question, “Why does journalism history matter?” This is due by class time Oct. 29. Entries will also be submitted into a national essay competition. This is worth 10 points of extra credit.

News & Notes:

This class will expose you to a variety of perspectives. Respect and civility are required at all times related to course discussion and content – both inside and outside of class.

Electronics are not permitted in class unless specific accommodations are required or unless there are in-class work times.

Attend class, take good notes and ask questions. This will be critical to your success on the tests and the project. If you are absent, you may not make up what you missed and must ask a classmate for notes. Excused exceptions include a doctor's note, funeral program or authorized university activity.

Class Schedule

****Subject to change*

Week 1: Course Introduction

Readings: How You See Me Chapter 1

Tuesday, Aug. 27

Class Introduction/The Role of Journalists and Strategic Communicators

Thursday, Aug. 29

Excellent Journalism and Fault Lines

Week 2: Fault Line: Sexuality/Gender

Readings: AIDS in the Heartland

Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Sept. 3

AIDS in the Heartland

Thursday, Sept. 5

America's Issues with Sexuality/Final Project Introduction

Week 3: Fault Line: Sexuality/Gender

Readings: Elsa's Story; To Be Outed in the Worst Possible Way; Hate in America; What Brands Need to Know

Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Sept. 10

Final Project Introduction

Thursday, Sept. 12
The Transgender Rights Movement

Week 4: Fault Line: Generation/Gender

Readings: The Sandwich Generation, Baby Boomers & Advertising, Gen Z, Voices from Gen Z
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Sept. 17
Talking 'Bout My Generation
Group Contract Due

Thursday, Sept. 19
Press Portrayals of Women Politicians

Week 5: Fault Line: Gender

Readings: Chapters 5 & 14 in your textbook, Night of Terror
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Sept. 24
Votes for Women: 100 Years of Voting Rights

Thursday, Sept. 26
Sexualization & Trivialization of Women in Media & Sports

Week 6: Fault Line: Culture

Readings: Native Americans in Advertising; Podcast: Press Portrayals of Native Americans; Bingo
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Oct. 1
Understanding Culture

Thursday, Oct. 3
FINAL PROJECT WORK TIME

Week 7: Fault Lines: Culture and Race/Test 1

Readings: Read Chapter 8 of your textbook, Hate in America, Marketing to Hispanic Consumers

Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Oct. 8
Immigration

Thursday, Oct. 10
Test 1

Week 8: Fault Line: Class

Reading: Nickel and Dimed pages 1-50
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Oct. 15
No class: Fall Break

Thursday, Oct. 17
Nickel and Dimed

Week 9: Fault Line: Class

Readings: Advertising & Class, What do We Think Poverty Looks Like?,
The Most Unequal Place in America
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Oct. 22
Inequality in America

Thursday, Oct. 24
Inequality in America

Week 10: Fault Line: Religion

Readings: Pages 141-150 in Chapter 7 of your book, Anne Frank Today
is a Syrian Girl, A Muslim Doctor
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Oct. 29
Press Portrayals of Muslims

Thursday, Oct. 31
Religion & Media

Week 11: Fault Line: Race/Ethnicity

Reading: Covering White Supremacists, The Meaning of White Privilege,
Defining White Privilege, Hate in America, The 1619 Project
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Nov. 5
Minority Crime Report/White Privilege

Thursday, Nov. 7
Project Work Time

Week 12: Fault Line: Race

Readings: Chapter 10 of your textbook; I am Not a Model Minority, Asian is Not One Appearance, Advertising's Race Problem
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Nov. 12
Identification

Thursday, Nov. 14
Where Paula Deen Went Wrong: Strat Comm and Race

Week 13: Fault Lines: Disability

Readings: Quit with the Inspiration Porn, A Matter of Dignity, Back of the Class, Disability & Advertising, Reporting on Suicide, Disability Language Guide
Reading Reflection due by 2:30 p.m. Tuesday

Tuesday, Nov. 19
Disability and the Media

Thursday, Nov. 21
Disability and the Media

Week 14: Thanksgiving Week

Tuesday, Nov. 26
NO CLASS. THANKSGIVING

Thursday, Nov. 28
THANKSGIVING

-----**Thanksgiving Break**-----

Week 15: Project Time

Tuesday, Dec. 3
Final Project Work Time

Thursday, Dec. 5
Test 2

Week 16: Project Time

Tuesday, Dec. 10
Final Project Work Time/Presentation Practice

Thursday, Dec. 12
Final Project Presentation Day

Big Deadlines

| | |
|-----------------------------|----------|
| Group Contract | Sept. 17 |
| Individual Content Analysis | Sept. 19 |
| Group Content Analysis | Oct. 3 |
| Test 1 | Oct. 10 |
| Individual Interview | Oct. 17 |
| Group Interview | Nov. 5 |
| Individual Focus Group | Nov. 19 |
| Group Focus Group | Dec. 3 |
| Test 2 | Dec. 5 |
| Presentation Day | Dec. 10 |

Policies and Procedures

Disabilities: The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact the instructor as soon as possible. Please be aware that the KU Office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <http://www.disability.ku.edu/~disability/>. Or you can visit the office on the first floor of Strong Hall. The phone numbers are: 785-864-2620. Please contact me privately regarding your needs in this course.

Course materials and lectures are property of the instructor or School of Journalism. You must obtain permission to record lectures electronically or use course materials outside this course.

In the event of inclement weather, KU officials make the decision to cancel classes. Call 785-864-SNOW (7669) to find out if classes have been canceled.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Cheating and Plagiarism

The William Allen White School of Journalism and Mass Communication does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Plagiarism is stealing. You take someone else's ideas, thoughts or words and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due.

"Recycling" past assignments from other students and presenting them as your own falls into the category of plagiarism.

Fabrication and falsification mean that you made it up. This can include making up an entire story/source or embellishing a fact, quote or statistic to make it sound better. Don't do it. In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have any questions about what constitutes plagiarism, fabrication or falsification, please contact me.

You signed a contract of understanding during the j-school orientation that says you know what plagiarism is and its consequences in this school. Don't be the student who has to call home and tell your parents you've been expelled.

Diversity

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

Commercial Note Taking

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in [*insert course name and number*]. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. **Please note:** note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

The Career and Outreach Office at Stauffer-Flint, Room 120, provides services for all students. Schedule an appointment with Steve Rottinghaus at steve_rottinghaus@ku.edu. Make sure to follow job and internship postings on Twitter at @Rhaus90.