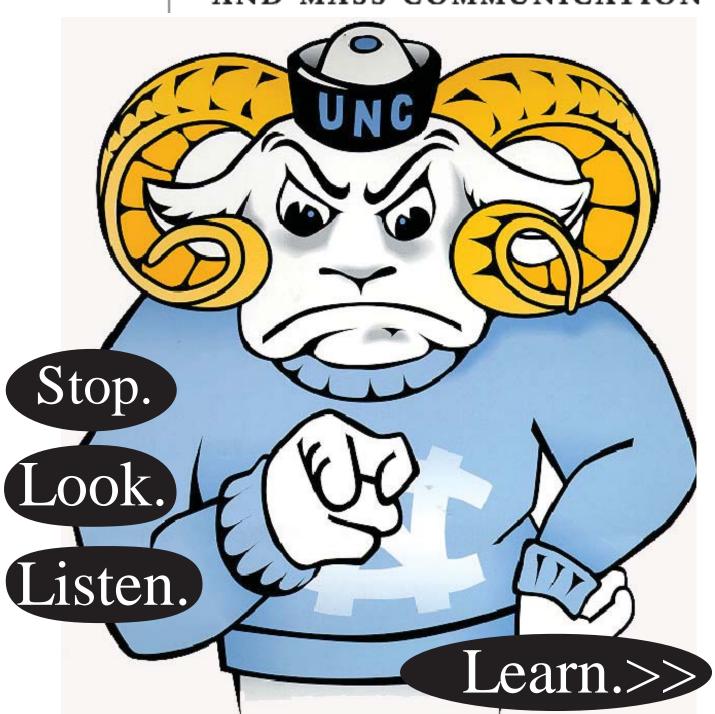


# UNC

# SCHOOL OF JOURNALISM AND MASS COMMUNICATION



JoMC 240: Current Issues in Mass Media explores the interrelationships between U. S. mass media and the society they serve. The course also covers how the digital revolution is changing the way we live, think and communicate.

Syllabus for Spring 2015















**★**Educate

**★Entertain** 

**★Enrich** 

**★**Engage

**★Empower** ★Enlighten

## JoMC 240.1: Current Issues in Mass Media

#### Spring 2015 class session:

5:45 p.m. to 8:30 p.m., Wednesday in 143 Carroll Hall

Debashis "Deb" Aikat, Ph. D. Instructor:

Associate Professor

Office: 374 Carroll Hall

Phone: Office: (919) 962-4090

E-mail: da@unc.edu

Home Page: http://jomc.unc.edu/directory/faculty/debashis-aikat

Office hours: 5:10 p.m. to 5:40 p.m., Wednesday,

8:30 p.m. to 9 p.m., Wednesday, and by appointment.

Walk-ins welcome.

#### The Fine Print

We care for the environment: Please join us in our initiative to reduce paper use. Paper reduction saves money and the environment. To save paper and printing costs, a significant part of the course content will be communicated online. So it is important for you to access the online schedule and check email regularly to get class updates. Please inform me if you do not receive emails from the class mailing list.

Course changes: We reserve the right to change course content, requirements for assignments, grading procedures and other alterations, as appropriate, to the course. While such changes will be discussed and decided in class, under exceptional circumstances, we may incorporate changes without notice.

Grade issues: We are committed toward grades that are fair and appropriate. It is important for you to know that the final grade is an average of several grades that are earned over the semester. Final grades are not negotiable. Doing extra work to improve a final grade is not an option because that would not be fair to other students in the course. If you wish to earn a good grade, work hard from the beginning of the semester.

Access JoMC 240.1 resources with your UNC Onyen and password at: http://sakai.unc.edu/

• University of North Carolina at Chapel Hill •



#### Introduction

JoMC 240: Current Issues in Mass Media will analyze interrelationships between United States mass media and the society they serve. While encouraging students to be active media consumers, this course will cover emergent issues in mass communication with special emphasis on, but not limited to, the assessment of theories and theoretical framework for research questions in mass communication. The course will also cover how the digital revolution has transfortmed the way we live, think and communicate.

This course will cover readings, discussion and research projects that advance an understanding of the role and function (and dysfunctions) of mass media and mass communication in society and the world.

#### Objectives

This course covers the on-going transformations in mass media and offers accessible insight into the important issues through lively examples, case studies, and conceptual analyses. This course thus provides a a deeper understanding of the media's role in shaping and reflecting society. Based on this media perspective, we seek to understand and appreciate how audience members are as much a part of the mass communication process as are the media producers, technologies, and industries.

JoMC 240 will also provide a theoretical and conceptual understanding of the present state of the rapidly-evolving digital age and a research map for the future to address how our lives will be shaped and enhanced by mass communication. We will analyze how advancements in communication have transformed workplaces, households, businesses, educational institutions and the government.

#### What You Will Learn

This course is not designed to teach everything, but it should help you improve your conceptual grasp of communication issues and their impact. The course goals are:

- To improve our understanding of the impact of mass communication on various facets of our lives; learn about legal and policy obstacles and possible solutions;
- To learn a variety of research techniques employing traditional and modern tools;
- To gain a better appreciation of the impact of mass communication on society; and
- To examine the impact of mass communication on major sectors of society (business, law, health care, government, media, education, etc.) and discuss major concerns.







#### Attendance Policy

The attendance policy for this class is the same as that of Yahoo!, IBM, Coca-Cola, Nike, AT&T, MTV, The New York Times, Universal Studios, Sports Illustrated and J. Walter Thompson, to name a few. This is an instruction-intensive course and we expect you to be here everyday we meet. In addition, there will be several in-class projects that cannot be made up. It is your responsibility to find out what was covered on the days you missed and incorporate them into your work for the class.

- 1. If you plan early, you may try to make up a missed class
- 2. You will earn points for each class session you attend. Similarly, you lose points for each absence: 8 attendance points for each class session. You can reduce the 8-point deduction to 4 points if you write an "Absence Paper" that meets the criteria explained below.
- 3. If you have three unexplained absences, Fs will be recorded for all work missed or delayed due to your absence.

Since this is a relatively large class, we have found that the most "time-efficient" way to record attendance is to use a sign-up sheet. It is <u>your responsibility to sign on the sign-up sheet</u>, every day you attend. Absences will be marked for missing signatures and there is no make-up policy.

#### The "Absence Paper"

- 1. Please follow the following format for your "Absence Paper":
  - A. Name, email address
  - B. Reason for absence with details of day and date
  - C. Summary of class and reading
  - D. Please sign and date your paper
- 2. The "Absence Paper" must include two parts:
  - a) 200-word synopsis of what was covered in the class you missed (meet up with another student who attended for this information)
  - b) 200-word summary of assigned reading (see the online schedule for details)
- 3. You should email your "Absence Paper" to **da@unc.edu** within a week of your absence. Any failure to meet the deadline or fulfill the above requirement will result in 8 attendance points being deducted for each absence. A student may lose a maximum of 30 grade points for absences.
- 4. The "Absence Paper" requirement is applicable to all absences, excused or otherwise. So, whatever be the reason for your absence <u>you have to write the "Absence Paper."</u> This is based on the premise that, in an effort <u>to be fair to all students</u>, the instructor will not evaluate the importance of the reason for your absence (job interview, bereavement, work schedules, alarm clock malfunctions, religious reasons, social engagements, inconveniently scheduled family events, travel, untimely visits from friends and family or any other situation).



#### Readings )

Reserve readings will be assigned later. These will be announced in subsequent class sessions. Befitting a contemporary communication technology course, some of these materials will be provided electronically for you to access from any computer with Web access.

#### Recommended Resources

- Internet access
- A three-ring binder to hold all course materials (\$ 2.50)



#### **Grading Worksheet**

If you delay your project, your grade on that assignment will drop one letter grade (For example, from an A to a B). All projects are due at the beginning of class on the assigned date. Late projects will be penalized for each day they are late. If it's not ready at class-time, it's already considered a day late.

Your final grade (Total: 500 points) will be computed as follows:



Total: <b>Total_</b>	500 points pts./5 = a	points verage points
Research e-presentation:	100 points	points
First Test:	100 points	points
Attendance:	50 points	points
Research Project:	200 points	points
Proposal:	50 points	points
Assignments/Tests	Grade value	My Grade points
rouni e o o pomico, wim be eo.	inpacea as rono	

Divide total points by 5 to compute average points (out of 100) to find out letter grade.

Undergraduate grades will be based on the following scores:

A = 95-100; A = 90-94; B + 87-89; B = 84-86; B = 80-83; C + 77-79; C = 74-76; C = 70-73; D + 67-69; D = 64-66; E = 65 and below.

**Quality Point Value of Undergraduate Grades:** According to Section V of the *UNC-CH Faculty Handbook*, the quality point value for undergraduate letter grades is:  $A = 4.0 + A_{-} = 3.7 + B_{+} = 3.3 + B_{-} = 3.0 + B_{-} = 2.7$ 

A= 
$$4.0 \mid A -= 3.7 \mid B+= 3.3 \mid B= 3.0 \mid B-= 2.7$$
  
C+ =  $2.3 \mid C= 2.0 \mid C-= 1.7 \mid D+= 1.3 \mid D= 1.0 \mid F= 0$ 

#### Definition of Undergraduate Grades

These definitions were adopted by Faculty Council in 1976. The Council reiterated that the purpose of grades is to identify degrees of mastery of subject matter. Moreover, those grades have specific meaning with respect to mastery of the material:



Outstanding mastery of course material. Students earning an "A" have performed far above that required for credit in the course and far above that usually seen in the course. The "A" grade should be awarded sparingly and should identify student performance that is relatively unusual in the course. The "A" grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study that he or she may be strongly encouraged to continue.



Superior mastery of course material. Students earning a "B" have exhibited mastery clearly above that required for credit in the course. The "B" grade should represent student performance that is strong and very clearly above performance that is generally held to be satisfactory. The "B" grade states that the student has shown solid promise in the aspect of the discipline under study.



Satisfactory mastery of course material. The "C" grade should reflect performance that is satisfactory on all counts and that clearly deserves full credit for the course. The "C" grade states that, while not yet showing an unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development.



Mastery of course material that is unsatisfactory or poor along one or more dimensions. Students achieving a "D" have exhibited incomplete mastery of course material but have achieved enough to earn credit for the course. The "D" grade states that the student has given no evidence of prospective growth in the discipline; an accumulation of "D" grades should mean that the student would be well advised not to continue in that academic field.



Unsatisfactory mastery of course material. Students earning an "F" have not demonstrated sufficient mastery of course material to earn credit for the course. The "F" grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content. A grade of "F" should warrant an adviser's questioning whether the student may suitably register for further study in the discipline before remedial work is undertaken.





#### How Much Work Is This Course, Anyway?

You should count on spending <u>at least six hours</u> a week outside class working on assignments/projects. You should also complete the assigned readings on time. This course may require a lot of your time, depending on how well you plan your work schedule. The major projects should be completed outside class and will comprise library work, research, and writing.

#### Pick Your Project Topics Now!

We will work on a phased sequence of research projects, some relating a topic of your choice.



- Pick a topic you like so the tasks are meaningful for you.
- You are encouraged to do research that might be useful for real-life situations or toward completing your dissertation or or thesis or a professional project that you can include in your portfolio.
- Consider your selection carefully for feasibility because you will be working on the research paper/professional project all semester, and it may be time-consuming to change later.

Specific requirements for the research paper/professional project and writing a proposal will be discussed during the second week of class. If you need help selecting a topic, please let me know.

#### Class Presentations

You may be assigned to collect and present information on specific aspects of mass communication. This will help you and our class gain more information on a specific issue. You may put all the information on Web pages to share the information with other interested scholars around the world. You may be asked to provide a structured self-assessment of your learning experience. The specific details about the project, including format, deadlines, will be announced later.



You have the right to appeal any grade in this course. You are free to talk with me about a grade in this course and discuss my determination of that grade.

If you are not satisfied, you may submit your appeal in writing along with the assignment or project in question. I will respond to your appeal. If you are not satisfied, you may appeal to your academic dean.

The academic dean will consider the merits of the grade appeal. After careful consideration, the dean may reject or accept your grade appeal. The dean may also appoint a grade-appeal committee to consider your complaint and will recommend action to the dean who appointed the committee.

Once reported, permanent grades may not be changed except for clerical or arithmetical error or by a successful grade appeal, as outlined above. The grade appeal must be filed no later than the last day for late registration of the next succeeding regular semester.

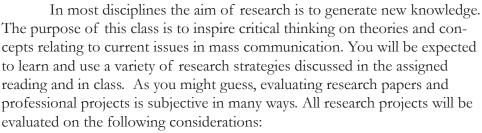


#### Carolina's Most Valued Tradition: Academic Integrity

All work will be done in a professional environment. Although the structure of this course prevents many of the usual opportunities for dishonesty, it is important that you know the University regulations state: "It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code, which prohibits lying, cheating or stealing when actions involve academic processes of University, student or academic personnel acting in an official capacity."



#### How We Grade Projects



- All projects should be based on critical thinking.
- Your research should be based on theoretical integrations.
- You should explore research that contributes new knowledge.
- Your projects should be based on originality and indepth research.

#### Students With Special Needs

If there is any student in this class who has special needs because of learning disabilities or other types of disabilities, please feel free to come and discuss this with me.

#### Class Format

This course is specifically designed to hone your research skills. To this end, the structure of the course is based on the following assumptions:

- That research is a skill needed in all sequences.
- That research is creative, not a mechanical process; it takes imagination to do well.
- That developing research skills also means developing abilities to evaluate, analyze, synthesize and conceptualize.
- That research is best learned by doing research.
- That much can be learned about research from fellow students.

#### Assumptions

Each class session will provide an overview of an aspect of mass communication. This will include a introduction to related theories and their impact on society. You may be assigned to prepare presentations or share your experience with the class. In order to better understand different sides of communication issues, students may occasionally be asked to engage in class debate.





#### ACEJMC Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), evaluates professional journalism and mass communications programs in colleges and universities.), is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. The ACEJMC requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. This course covers the following values and competencies:

- C C C C
- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

This course is designed to build your abilities in each of these areas depending on your research interests and specific area of specialization. We will also address the values and competencies, as outlined above, in the course content.

#### We Cherish Diversity

We cherish diversity in communication and scholarship. Diversity is vital to journalism and communication. This class prohibits in its policies, procedures, or practices relating to willful discrimination on the basis of age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status. This class seeks to create and maintain a positive atmosphere of nondiscrimination. Acts of discrimination, harassment and insensitivity hurt and degrade all members of the learning community whether victim, perpetrator, or observer. As a community of scholars, this class affirms its commitment to equal opportunity for all.



#### Debashis "Deb" Aikat, Ph.D.

Associate Professor
School of Journalism and Mass Communication
The University of North Carolina at Chapel Hill
CB# 3365, 374 Carroll Hall
Chapel Hill, NC 27599-3365, U. S. A.



Work: (919) 962-4090 and (919) 962-1204

Fax: (919) 962-0620 Email: da@unc.edu

Home Page: http://goo.gl/EqUxm

### A Final Note

Dear Students in JoMC 240 Spring 2015:

Welcome to JoMC 240 - Current Issues in Mass Media! Thank you for choosing this class as part of your coursework. *You have paid your hard-earned money for enriching academic experience.* Thus, our job is to ensure that when you leave this class in May, you truly feel *you have received your money's worth.* 

You are the most important part of this University. You do not depend on me - I depend on you. You are not an interruption of my work - you are the purpose of it. I am not doing you a favor by serving you - you are doing me a favor by giving me the opportunity to work with you.

My job is to make your educational experience as *stimulating and rewarding* as I can and to create an environment conducive to facilitating your learning experience. *However, I cannot perform my job alone.* 

I need your help. Your job is to attend class with an open mind and with enthusiasm because I cannot teach you anything unless you are willing to learn.

If at any time during the course of your semester you feel that you are not getting your money's worth, please don't hesitate to come and talk with me. I look forward to spending the next several weeks with you. I will give 130% toward making this a unique and valuable learning experience for you.

In conclusion, as we begin our journey together this semesterI would like you to consider the following words:

"The only limitations in our lives are those we place on ourselves."

Here's wishing you the very best for the Spring semester!



- I firmly believe in the value of an informal and flexible learning environment. Feel free to make suggestions about what you would like to get out of this class. I believe in a team effort and your ideas are as valuable as mine.
- I view my responsibility as working with you to learn about mass communication issues, to *produce high quality* work and to achieve *a good grade* for your efforts. If you need help, I am here to provide it. *Do not wait until it is too late.* If you have a problem, please communicate with me and we will see what we can do about it.







**Dr. Debashis "Deb" Aikat**Associate Professor
UNC-Chapel Hill School of Journalism and Mass Communication

A former journalist, **DEBASHIS "DEB" AIKAT** (pronounced EYE-kat) has been a faculty member since 1995 in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill (UNC-Chapel Hill), which is classified as a leading research university by the Carnegie Foundation for the Advancement of Teaching.

An award-winning researcher and teacher, Dr. Aikat theorizes on the role of social media, international communication, news media and the future of communication in the digital age.

Dr. Aikat's research interests range across the mass media. His research has been published in book chapters and refereed journals such as First Amendment Studies, Health Communication, International Journal of Interactive Communication Systems and Technologies, Global Media and Communication, Electronic Journal of Communication, Popular Music and Society, Convergence: The Journal of Research into New Media Technologies, and publications of the Association for Computing Machinery, Microsoft Corporation, and the International Radio and Television Society (IRTS). He has reviewed manuscripts for the Journalism and Communication Monographs, Journalism and Mass Communication Quarterly, Journal of Communication and leading publishers such as Sage, Wiley, Routledge, McGraw-Hill, and Oxford University Press.

The Scripps Howard Foundation recognized Dr. Aikat as the inaugural winner of the "National Journalism Teacher of the Year award" (2003) for his "distinguished service to journalism education." The IRTS named him the Coltrin Communications Professor of the Year (1997). Dr. Aikat served from 2007 through 2013 as an elected member of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which evaluates journalism and mass communications programs in universities. He chaired in 2009-10 the Association for Education in Journalism and Mass Communication (AEJMC)'s Committee on Teaching. He has served since 2011 as an elected member of the AEJMC's Committee on Professional Freedom & Responsibility, which addresses freedom, ethics, media criticism and accountability, racial, gender, cultural inclusiveness, and public service.

Besides teaching on-campus classes, Dr. Aikat has taught online courses since 1997. He conceptualized in 1997 UNC's first online course in journalism and developed in 2003 a graduate-level online certificate program in "Technology and Communication." He has won fellowships from renowned research institutions such as the Institute for the Arts and Humanities (2000 & 2003) and the Journalism Leadership Institute in Diversity (2004-05) of the AEJMC and the Association of Schools of Journalism and Mass Communication (ASJMC).

His awards for excellence in research and teaching (see vita for a full list) include AEJMC Communication Technology Division Top Paper Award (2003), a Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), UNC-Chapel Hill's highest honor for excellence in graduate studies, the David Brinkley Teaching Excellence Award (2000), AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), the UNC-Chapel Hill Students' Undergraduate Teaching Award (1998), and an IBM Research Fund Award (1995). Several UNC-Chapel Hill senior classes have honored him with the Edward Kidder Graham-Favorite Faculty Awards from 1997 through 2005.

Dr. Aikat earned in 1995 a Ph. D. in Mass Communication and Journalism from Ohio University's Scripps School of Journalism. He completed in 1990 a Certificate in American Political Culture from the New York University. He has lectured in Asia, Australia, Europe, and the Americas.

He graduated with distinction, attaining first rank in M. A. Journalism in 1990, from the University of Calcutta, India, where he also earned a B. A. with honors in English literature in 1984. He worked as a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992. He also reported for the BBC World Service.

Born in India, Dr. Aikat and his wife, Jay, became U.S. citizens in 2003. Jay is a faculty member in the Department of Computer Science at UNC-Chapel Hill. Before earning a Ph.D. in computer science, Jay led for eight years information technology initiatives at UNC-Chapel Hill, Womble Carlyle Sandridge & Rice, a full service law firm, and Ohio University. They live in Chapel Hill, North Carolina, with their two children.

#### • Student Survey for JOMC 240.1 (Spring 2015) •

Name:	P	hone: H: _			W:		<u>_</u>	
Your Academic Adviser: (name)			_Class St	tatus: Fr. S	So.Jr. Sr, M	Jr. Sr, MA, PhD., Other.		
E-mail:	_ Your Cyber	space (if an	y): http://	/				
Your answers to the following que complete this survey, you can help cooperation.								
1.) For each category below, rate 1: No experience; 2: Very					perience;	5: Expert		
1. Using the Internet for	research	1	2.	3	4	5		
2. Quantitative methods		1	2	3	4	5		
3. Qualitative methods		1	2	3	4	5		
4. Knowledge about cyl	perspace issues	1	2	3	4	5		
5. Proficiency as a comp		1	2 2 2 2 2	3	4	5		
2.) Which of the following states 1) I wish to work or2) I wish to work or3) Other (please specific	n a professional research n an academic research j	n project paper			1 0			
1)	some of the mass comm	nunication i	ssues tha	t you wo	uld like tl	his course	e to cover:	
3.) List (in order of importance)  1) 2) 3) 4) 5)	some of the mass comm	nunication i	ssues tha	t you wo	uld like tl	his course	e to cover:	
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1) 2) 3) 4) 5)  4.) Tell us something about you  5.) If you were to describe you  6.) For each category below, rate  1: No experience; 2: Very	rself:  rself in one word, what e your level of experience limited experience; 3: Mo	would it be be using the	e? followin	g researc Good exp	h resource	ces: 5: Expert		
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1) 2) 3) 4) 5)  4.) Tell us something about you  5.) If you were to describe you  6.) For each category below, rate  1: No experience; 2: Very  1. Using electronic data 2. Creating Web pages	rself:  rself in one word, what e your level of experience limited experience; 3: Mobases (such as Eric, Wordshare)	would it be be using the oderate exper	e? followin rience; 4:	g researc Good exp	h resource perience; :	ces: 5: Expert	5 5 5	
1) 2) 3) 4) 5)  4.) Tell us something about you  5.) If you were to describe you  6.) For each category below, rate  1: No experience; 2: Very  1. Using electronic data	rself:  rself in one word, what experience your level of experience; 3: Mobases (such as Eric, Worsoftware (such as EndNormal)	would it be be using the oderate expericated cates	e?followin rience; 4:	g researc Good exp	th resource perience; 3	ces: 5: Expert 4 4	5	

#### • Student Survey for JOMC 240.1 •

7.) Rate 1	From 1 to 18 (in order (Put "1" for the mos	er of your interest) the follow to important and "18" for the	wing areas relating to	communication technology.
_	husiness	politics education pornography net history	1	health electronic communities international issues information overload
8.) What	would you like to g	get out of this class, besides	a good grade and thre	e credits?
9.) How	did you first come to	know about this course?	Please be specific.	
Name(s)	of person(s), if any,	who recommended the cou	ırse	
Name(s)	of former students,i	f any, who told you about t	his course	
	at are some of your on with us.	concerns/aspirations about	this course? We'll try	our best to address them. Feel free to dis
Your con	cerns:			
Your asp	irations:			

Thank You! We appreciate your comments. Please submit this form before you leave.

#### Course Calendar for JoMC 240: Current Issues in Mass Media

Read JoMC 240 course syllabus for Spring 2015



~~ Course Schedule Weeks 1 through 17 (Scroll to the bottom of this page).

#### $\sim \sim$ Week 1: Jan 7 (Wed.):

Introduction to Current Issues in Mass Media

[click link to visit module]

#### Read or view before class:

\*\*\* Complete in class the Spring 2015 JOMC 240 Survey.

\*\*\* Read JoMC 240 course syllabus for Spring 2015

#### ~~ Week 2: Jan. 14, (Wed.):

#### The Evolution of Media Theories

[click link to visit module]

Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 3: Jan. 21 (Wed.):

Media Reflect the Society They Serve

[click link to visit module]

{MLK Holiday >> Jan 19, Mon.}

Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 4: Jan. 28 (Wed):

Media Trends: Information Overload

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 5: Feb. 4. (Wed):

#### The Verbal and the Visual

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 6: Feb. 11. (Wed):

#### **Disruptive Innovations Transform Media**

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 7: Feb. 18. (Wed):

The Media as a Source of Knowledge [click link to visit module]

#### Read or view before class:

Project tips: Act as a curator of the best and worst sources on your research topic!

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 8: Feb. 25 (Wed):

#### **Disruptive Innovations Transform Media**

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

#### ~~ Week 9: Mar. 4. (Wed):

#### **Theorizing Media**

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

~~ Week 10: No class on March 11 {Spring Break >> 5 p.m., Mar. 6, Fri., through Mar.. 15, Sun.}

~~ Week 11: Mar. 18 (Wed):

The Social Media of the Future

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

~~ Week 12: Mar. 25, (Wed):

Dark Side of the Media

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

~~ Week 13: Apr. 1, (Wed):

The News Media Revolution

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

~~ Week 14: Apr. 8, (Wed):

#### Sexist Media Images

[click link to visit module]

#### Read or view before class:

\*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password

~~ Week 15: Apr. 15, (Wed):

#### Each One Teach One

[click link to visit module]

# Important Note: The course schedule (as outlined here) may change as the semester evolves to create the best learning environment for you.

~~ Week 16: Apr. 22, (Wed): Role of Media in Society
[click link to visit module]

#### Read or view before class:

- \*\*\* Submit your Final Project by 6 pm EST, Tue., Apr. 22, 2015 (100 points).
- \*\*\* Access JoMC 240.1 resources at: http://sakai.unc.edu/ with your UNC Onyen and password
- \*\*\* April 17, Friday: Email invitation to evaluate this course.
- \*\*\* April 28, Tuesday: Complete evaluations (course evaluation site closes midnight, April 29, Wednesday).

- ~ Classes End: Fri., April. 24, 2015
- ~ First day of Exams: Mon., April 27, 2015
- ~ Reading Day#1: Wed., April 29, 2015
- ~ Reading Day#2: Sat., May 2, 2015
- ~ Last day of Exams: Tue., May 5, 2015
- ~ Spring Commencement: Sun., May 10, 2015

End of course calendar