





Course Schedule for MeJo 101 – Fall 2017


This course schedule (*as outlined here*) may change as the semester evolves **to create the best learning environment for you**. Follow the updated online schedule in the Sakai web space for this course.


Week #	❖ Today's topic	◆ Read before class / ★ Things to do
	<p>◆ MeJo 101 Conceptual Core #1 – ◎ Media Literacy: Critically evaluate media content, consumption, disruption and best practices in the media professions. Enunciate the media's pursuit of accuracy, fairness, clarity, and objectivity in serving audiences and the information needs of communities. Explore ethical and legal conflicts in the pursuit of truth, accuracy, fairness and diversity. Understand media bias.</p>	
		
8/23 Wed. Session # 01	▶ Introduction to MeJo 101: Media are changing... is it through a revolution or evolution?	Read the syllabus that was emailed to you Complete the MeJo 101 Student Survey by 11:50 p.m. Aug. 30 (Wed.)
Week # 2		
8/28 Mon. Session # 02	▶ <i>Understanding news judgment</i> by Prof. Andy Bechtel	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
8/30 Wed. Session # 03	▶ <i>Editorial judgment</i> by Richard Griffiths Retired Journalist (25 years CNN).	<i>Pew Research Center's State of the News Media 2017 - Overview</i> http://www.pewresearch.org/topics/state-of-the-news-media/ Complete the MeJo 101: Assessment Survey by 11:50 p.m. September 10 (Sun.)
Week # 3		
9/4 Mon.	No class – Labor Day!	
9/6 Wed. Session # 04	▶ Lessons learned: Media Literacy module ▶ <i>Journalism 2.0</i> presented by Dean Susan King .	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.


Week #	❖ Today's topic	◆ Read before class / ★ Things to do
<p>◆ MeJo 101 Conceptual Core #2 – © Journalism: Analyze the history, evolution and role of journalism and institutions in shaping communications around the world. Appreciate the diversity of peoples and cultures and track the significance and impact of media in a global society.</p>		
		
Week # 4		Complete the MeJo 101: Assessment Survey by 11:50 p.m. September 10 (Sun.)
9/11 Mon. Session # 05	▶ <i>The Evolving Paradigm of Television News</i> by Stephanie Beck , WRAL-TV news producer and reporter	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
9/13 Wed. Session # 06	▶ <i>Broadcast News Storytelling</i> by Dr. Charlie Tuggle	
Week # 5		
9/18 Mon. Session # 07	▶ <i>Unspun: Finding facts in a world of disinformation</i> by Prof. Ryan Thornburg	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
9/20 Wed. Session # 08	▶ Lessons learned: Journalism module ▶ <i>Who's a Journalist in the Digital Age</i> by Dr. Deb Aikat	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
	▶ We'll assign the MJ-101 Take Home Exam (Part 1: Write an essay + Part 2: Media concepts) . Exam submission deadline: 11:59 p.m., Sept. 18, Mon.). No exceptions. No excuses.	We'll discuss and assign the MJ-101 Take Home Exam in Core Concepts in Media and Journalism . As an exercise in media literacy, the MeJo-101 Core Concepts in Media and Journalism exam test features questions that incorporates writing assignments and rigorous experiential learning (<i>defined as "learning through reflection on doing"</i>) to sharpen critical thinking by motivating us to examine core concepts in media and to evaluate the credibility of media sources.

Week #	❖ Today's topic	♦ Read before class / ★ Things to do
<p>◆ MeJo 101 Conceptual Core #3 – ◎ Public Relations: Focus on insights, analysis, and practical skills essential to developing and implementing communications strategies that advance an organization's goals and mission.</p>		
		
Week # 6		UNC First Amendment Day, Sept. 26, 2017 (Tuesday) [to be confirmed]
9/25 Mon. Session # 09	▶ <i>The Core Concepts of Public Relations</i> by Dr. Lois Boynton	
9/27 Wed. Session # 10	▶ Panel on the Power of Public Relations: Dr. Joseph Cabosky , Prof. Richard Clancy , Dr. Veasey Saffer , and Prof. Valerie Fields	
Week # 7		
10/2 Mon. Session # 11	▶ <i>The Power of Preparing Early for a Career</i> by Mr. Jay Eubank , Director of Career Services ▶ <i>The Branding of Me: How to Build and Protect Your Personal Brand While at UNC</i> by Prof. Gary Kayye	Readings: AEJMC News Engagement Day, October 3, 2017 http://www.newsengagement.org/ 📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
10/4 Wed. Session # 12	▶ Lessons learned: Public Relations module Top 10 Lessons Learned in PR & Brand Management by Mr. Joel Curran	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.

Week #	❖ Today's topic	❖ Read before class / ★ Things to do
	<p>❖ MeJo 101 Conceptual Core #4 – ☉ Advertising: Learn advertising campaign principles and theories of marketing and branding. Evaluate best strategies to gain public attention for products and services.</p>	
		
Week # 8		
10/9 Mon. Session # 13	▶ <i>Core Concepts of Advertising</i> by Prof. John Sweeney	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
10/11 Wed. Session # 014	▶ <i>Marketing in the Moment: The Power of Real-Time Advertising</i> by Dr. Joe Bob Hester	Viewing (rather than reading 😊) ▪ How brands can prepare for the moment and adapt in real time https://www.youtube.com/watch?v=zAXqgoGphp8
Week # 9		
10/16 Mon. Session # 15	▶ <i>Branding and Fashion</i> by Prof. Dana McMahan ▶ Lessons learned: Advertising module	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
10/18 Wed.	No class. Fall break – yay! Fall Break begins at 5 pm today	
Week # 10		
10/23 Mon. Session # 16	▶ MeJo 101 Test review by Dr. Deb Aikat	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
10/25 Wed.	MJ_101 (Closed book) Test # 1 – ▶ Bring a Scanton sheet	You'll have 60 minutes to answer 50 multiple-choice questions. (25 from the class readings and 25 from the lecture sessions) Grade Value: 100 points. (50 questions X 2 points = 100 points)

Week #	❖ Today's topic	♦ Read before class / ★ Things to do
	<p>♦ MeJo 101 Conceptual Core #5 – © Critical Thinking: Think critically, creatively and independently on the role of media in fostering freedom of expression including the right to dissent, to monitor and criticize power, and to redress grievances. Conduct research and evaluate information by appropriate methods. Discuss the role of media research.</p>	
		
Week # 11		
10/30 Mon. Session # 17	▶ <i>News Meets VR: Emerging Trends in Apps, Gaming, Virtual and Augmented Reality</i> by Prof. Steven King (the other one...)	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
11/1 Wed. Session # 18	▶ <i>Understanding of polling in the media</i> by Dr. Rhonda Gibson	
Week # 12		<i>The election is Nov. 8, 2017 (Tuesday)</i>
11/6 Mon. Session # 19	▶ <i>Melding Big Data, Media and Storytelling</i> by Deen Freelon	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
11/8 Wed. Session # 20	▶ Lessons learned: Critical Thinking module ▶ <i>Three epiphanies: How to think about the future of community journalism</i> -by Prof. Penny Muse Abernathy	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.

Week #	❖ Today's topic	♦ Read before class / ★ Things to do
	<p>❖ MeJo 101 Conceptual Core #6 – Ⓞ Visual Communication: Explicate and apply media theories in the use and presentation of images, data and information. Comprehend appropriate tools and technologies to integrate the verbal and the visual. Learn visual communication concepts relating to storytelling.</p>	
		
<p>Week # 13</p>		
<p>11/13 Mon. Session # 21</p>	<p>▶ <i>The Power of Visual Communication and Multimedia Journalism</i> by Prof. Laura Ruel</p>	<p>📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.</p>
<p>11/15 Wed. Session # 22</p>	<p>▶ <i>Informational graphics and the news</i> by Prof. Terence Oliver ▶ Lessons learned: Visual Communication module</p>	<p>📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.</p>
<p>Week # 14</p>		
<p>11/20 Mon. Session # 23</p>	<p>▶ Dean Susan King chairs panel on “<i>The Real Story about News and Disruption: From Three Leaders Who Live It.</i>” The panelists: Ms. Caroline Welch, president and general manager of ABC11, Mr. Don Curtis, President, Curtis Media & a UNC trustee and J school alum, and Ms. Kelly Calabria, Capstrat EVP for Client Engagement & a UNC alum.</p>	<p>📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.</p>
<p>11/22 Wed.</p>	<p>No class. Thanksgiving break!</p>	

Week #	❖ Today's topic	♦ Read before class / ★ Things to do
<p>❖ Lessons Learned from MeJo-101 <i>Media Revolution: From Gutenberg to Zuckerberg and Beyond</i></p> <p>The concluding sessions will recapitulate lessons learned from class content on communication facets ranging from the objective world of news media to the persuasive realms of advertising, public relations, and social media. These concluding class sessions will also strengthen your knowledge of media and journalism entities, their content, and their effects on us.</p>		
Week # 15		
11/27 Mon. Session # 24	▶ <i>Political communication in the social media age</i> by Dr. Daniel Kreiss	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
11/29 Wed. Session # 25	▶ <i>The Future of News: Melding News Content, Audience Measurement and Digital Technology</i> by Prof. Jed Simmons , Entrepreneur in Residence, UNC-Chapel Hill	Readings: See assigned readings in course schedule in Sakai web space
Week # 16		
12/5 Mon. Session # 26	▶ <i>Media Ethics in a Digital World</i> by Katria, Veasey and Deb	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
12/6 Wed. Session # 27	▶ Dean Susan King: Lessons learned: <i>Media Revolution: From Gutenberg to Zuckerberg and Beyond</i> ▶ <i>Last Day of Class!</i> – Review for the Dec. 14 final exam and other important issues	📖 Assigned reading: Go to MeJo 101 course web space on Sakai to access assigned course readings for this session.
12/7, Thu.	Reading Day#1	
12/14, Thu. 8 a.m.-11 a.m.	Final exam in 111 Carroll Hall! Grade Value: 200 points. (50 questions X 4 points = 200 points)	The MJ-101 (Closed book) final exam is scheduled at 8 a.m. to 11 a.m. on Dec. 14 (Thurs.) In this cumulative closed book final exam, you'll have 60 minutes to answer 50 multiple-choice questions. (25 from the class readings and 25 from the lecture sessions)
12/13, Wed.	Reading Day#2	
Sun, 12/17	Fall Commencement	

Week #	❖ Today's topic	◆ Read before class / ★ Things to do

Some Important Planning Details

See next page

MJ-101 Plans for Fall 2017 (as of July 6, 2017)

◎ Current enrollment, as of July 2017:

- 197 students (mostly freshmen)
- Set up Sakai site. Awaiting full class list linked on Aug. 20.

◎ Deb Aikat lectures in 2017:

- Who is a journalist in the digital age
- Using Data Journalism for Storytelling
- Evolution of the media
- Revised version of 2016 lectures.

◎ Deb Aikat lectures in 2016:

Aug. 29

Deb Aikat: [Journalism, Media Gatekeeping and News Algorithms](#) [ppt]

Sept. 7

[News Storytelling](#) [ppt]

Sept. 12

Deb Aikat: Opening Act: [Video storytelling + finding facts](#) [ppt]

Sept. 14

Deb Aikat: Opening Act: [Information counterfeits](#)

Sept. 21

Deb Aikat: Media Evolution: [Epochal Events in Media and Journalism](#)

Oct. 5

MJ-101 Town Hall + [Power of Knowledge: Strategies for Online Research](#) [ppt]

Dec. 5

[Caveat Emptor: The Ethical Entrepreneur](#) (Deb ppt)

Throughout the Weeks:

Opening Acts

◎ Key Readings for 2017

- We the People: The Evolution of a Free Press as an Institution of Democracy
- The Digital Fourth Estate: Technology Enables Breaking News on Social Media and Transforms Media Agenda Setting
- Who's a Journalist? Legal Landmarks in Press Freedom and Journalistic Jurisprudence
- Media of the People, by the People, for the People: Ethical Dilemmas, Journalistic Rectitude and Media Transparency
- Curating the Content Explosion: News Gatekeeping Amidst Media Abundance and Information Overload
- Friending Facebook, Embracing YouTube and Trusting Twitter: The Pursuit of 21st Century Journalism
- Media Evolution Timeline
- Epochal Events in Media and Journalism

◎ Important issues for 2017:

- Catchbox for 2017
- Resources to evaluate writing projects:
 - Time to grade projects: 300 papers X 20 minutes = 6,000 minutes = 100 hours
 - Time to process grades: 300 papers X 5 minutes = 1,500 minutes = 25 hours
- We need software such as Turnitin, which provides “instructors with the tools to engage students in the writing process, provide personalized feedback, and assess student progress over time.” The software will also enable us to detect plagiarized content in writing projects.

◎ Deb Aikat's out of town research presentations in Fall 2017:

- Featured panelist. Closing the Gap panel for the SPJ/RTDNA/NAHJ Excellence in Journalism conference, Sept. 7 (Thurs) through 9 (Sunday) in Anaheim, Calif.
- Featured speaker. “Press and the Presidency” conference series November 10, 2017 (Friday), College of Journalism and Mass Communications, University of Nebraska-Lincoln, Neb.
- I have made sure that these research talks will not affect my current commitments in our School. Except for these events, I will be on campus for all weeks of the semester.