



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Spring 2019 Syllabus for MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond



**START HERE / NEVER STOP**

**MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond** will introduce you to the **various facets of communication** from the **objective world** of news media to the **persuasive realms** of advertising, public relations, and social media. This course will also strengthen your **knowledge of media** and **communication industries**, their content, and their **effects on us**, as individuals.

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▲ The Start Here / Never Stop logo is based on **Becky Scheible's** winning design in the 2016 Start Here / Never Stop T-shirt design contest. Scheible graduated with distinction from the UNC School of Media and Journalism in 2016 with specialization in public relations and a second major in political science.



## Spring 2019 Course Schedule

The MEJO 101 class will meet in Spring 2019 from 4:40 p.m. to 5:55 p.m. on Monday and Wednesday in the Carroll Hall 111 auditorium in the School of Media and Journalism, UNC-Chapel Hill.



## What You Will Learn

This course has been conceptually organized into six core areas: *Media Literacy, Journalism, Public Relations, Advertising, Visual Communication, and Critical Thinking*. Each class session will cover theories, themes and tools that are relevant to media. We'll also explicate media concepts. This course may not teach you everything about media, but it should help you improve your conceptual grasp of media and their importance. The course goals are to:

- ❖ Engage with the several key faculty members in the School of Media and Journalism. Class lectures by these professors will enable you to determine if you would like to study News/Storytelling or PR/Advertising.
- ❖ Learn how to analyze the quality of the communication messages that barrage us every day;
- ❖ Explore how various communication professions interact;
- ❖ Improve our understanding of the impact of the media on various aspects of our lives;
- ❖ Learn a variety of research techniques employing traditional and electronic tools;
- ❖ Gain a better appreciation of the global impact of the media on society; and
- ❖ Examine the impact of the media on major sectors of society (business, law, health care, government, gender, media, education, etc.) and discuss major concerns.



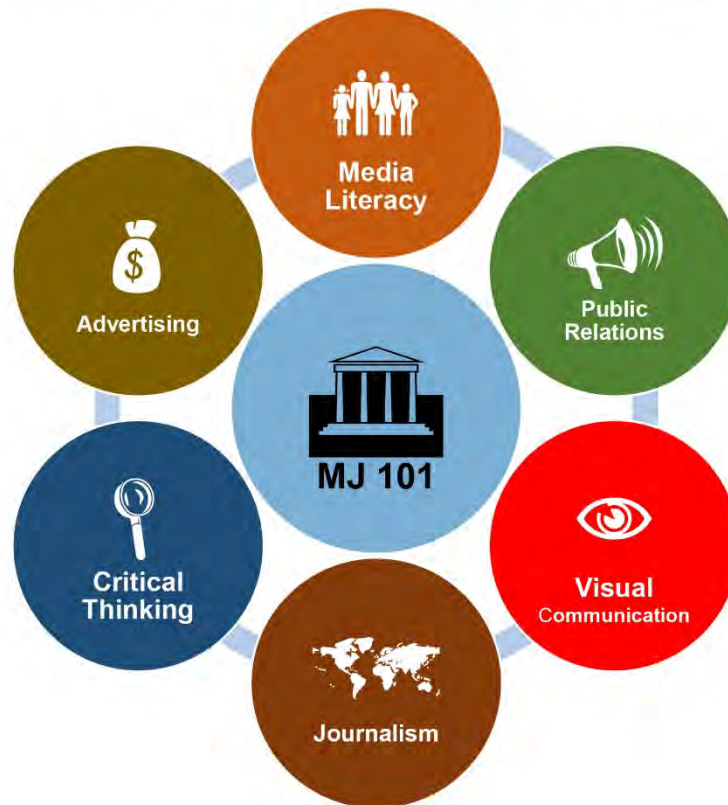
## Course Overview

With 300 students, MEJO 101 is our School's major introductory course in media and journalism. This course will strengthen our knowledge of media and media industries, their content, and their effects on media consumers like you.

We've meticulously organized the course, MEJO 101, around a conceptual core, as outlined below:

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### The Conceptual Core of MEJO 101: **The Media Revolution: From Gutenberg to Zuckerberg and Beyond**



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- ◎ **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.
  - ◎ **Public Relations:** **Focus** on insights, analysis, and practical skills essential to developing and implementing communications strategies that advance an organization's goals and mission.
  - ◎ **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.
  - ◎ **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.
  - ◎ **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.
  - ◎ **Advertising:** **Learn** advertising campaign principles and theories of marketing and branding. **Evaluate** best strategies to gain public attention for products and services.
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☞ **Course Instructors: Team MEJO 101** ☞



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## Spring 2019 Office Hours

We love to interact with you. For your convenience, we've listed an array of opportunities for interaction, as listed below:

### Dr. Deb Aikat

- ➔ 4 to 4:30 p.m., Monday and Wednesday in 374 Carroll Hall.
- ➔ 6 p.m. to 7 p.m., Monday and Wednesday in 374 Carroll Hall.
- ➔ You may also email me ([da@unc.edu](mailto:da@unc.edu)) to schedule a time that's more convenient to you. Walk-ins welcome
- ➔ I usually arrive early in our classroom and leave late. You should feel free to talk with me anytime or schedule a meeting time convenient to you.

### Dean Susan King

- ➔ 4:00 to 4:30 p.m., Monday and Wednesday in 117 Carroll Hall.



## Classroom Manners

Large classes like MEJO 101 creates some interesting dynamics! Here are some basics to help ensure everyone is able to fully participate in our class:

**Mute your mobile device(s)** – Please mute your mobile phone during class.

**Limit computer/electronic device use** to what's needed for class.

Gaming, Internet surfing, tweeting and shopping can be done outside of our class meeting times.

**Chatting vs. discussing** – We encourage group discussions of topics at certain points in the class. Please be respectful of others in the class and avoid chatting or catching up with your classmates until after class.

**Agreeing to disagree** – With a class of 300 students, we will no doubt have differing views – and we hope you will share them! The goal is to be respectful in sharing dissenting opinions.

**Arrive on time** – Nothing aggravates your class colleagues more than tardy arrivals to class! If you have a class on the other side of campus and know that you will cut it close, please let us know now.

**Getting up/leaving the room** – The class meets for 75 minutes. Please take your biological breaks before class and save those phone calls until after class. It's distracting – not to mention rude to our class and your fellow students – for you to leave and re-enter during the class period.





The attendance policy for this class is the same as that of Google, 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 every day we meet. Period. In addition, there will be several in-class projects that cannot be made up.

Besides attending class, you also are responsible for reading the Sakai course web space and email updates. There is no substitute for attending class, participating in class discussions, listening to our stellar speakers and taking notes of media concepts. **We will monitor attendance.** If you are absent from class, it is **your responsibility to catch up on what you missed by reviewing that material covered in class.**

- 1. We expect you to attend the entire class session (75 minutes). A partial absence will be recorded if you are late by more than 15 minutes or you leave class 15 minutes before it officially ends. *We expect you to inform the course professor about countervailing commitments, if any, for occasional exceptions.*
- 2. If you have **three unexplained absences**, you will NOT be able to pass the class and a course grade of F (Fail) will be assigned to you. In addition, 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 **your responsibility to record your presence by signing on the attendance sheet**, every day you attend class. **Absences will be marked for missing signatures** and there is no make-up policy.
- 3. While calculating the attendance grade at the end of the semester, we will not count **two absences if you submit an absence paper on the Sakai Dropbox within a week of your absence.** However, you **MUST** submit an absence paper within a week of your absence to benefit from this. No exceptions. No excuses. Previous students deem the absence paper as a proven way to catch up a missed class. Write an absence paper for every absence. Period.
- 4. You'll lose 8 attendance points for each full (or partial) absence. You may avoid the **8-point deduction** if you write an "Absence Paper" that meets the criteria explained below.



## The Absence Paper

An “Absence Paper” is required for every absence (full or partial), “explained” or otherwise. Therefore, whatever be the reason for your absence, **you should write an “Absence Paper.”** Period. This is based on the premise that, in an effort **to be fair to all students**, your professors will NOT evaluate the importance of the reason for your absence (such as *job interview, illness, indisposition, bereavement, work schedules, alarm clock malfunctions, religious reasons, social engagements, inconveniently scheduled family events, travel, untimely visits from frenemies, friends and family* or any other situation).

Post your “Absence Paper” to **MEJO 101\_Drop\_Box on Sakai** within a week of your absence. No excuses. No exceptions. Please follow this 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 e-sign and date your paper

The “Absence Paper” must include these requirements:

- ➔ a) 200 to 250 -word synopsis of what was covered in the class you missed (meet up with another student who attended for this information)
- ➔ b) 200 to 250 -word summary of assigned reading (see the online schedule for details)
- ➔ c) Mention **MJ101\_absence with your last name and date** (such as “MJ101\_absence\_smith\_Jan31\_2019”) as the file name of your **Drop\_Box** file and post.
- ➔ d) Your “Absence Paper” will NOT count if you fail to follow to fulfill the above requirements. Eight (8) attendance points will be deducted for each absence without a valid absence paper. Remember, a student with three unexplained absences will fail the class.



## Students with Special Needs

We are committed to making our course resources, procedures, exams, and facilities accessible to students with disabilities and medical conditions.

UNC-Chapel Hill policy stipulates that, “Students who seek reasonable accommodation for disabilities are required to identify themselves to the Accessibility Resources & Service (ARS) whose staff will inform and work with the students about the process to become eligible to receive assistance.”

Through ARS, our university seeks to meet the individual needs of students with disabilities and medical conditions by coordinating and implementing appropriate accommodations. We recommend that you register with ARS if you would like us to provide accommodations, resources and services to this effect.



## Grading

Your course grade (500 points) will be computed as follows:  
MEJO 101 projects and assignments add up to 500 points, as detailed below:

- ➔ **100 points: Mini essay** (fourth week) on a news topic
- ➔ **100 points: Timed take-home exam** on “Core Concepts in Media and Journalism” (You’ll have 10 days to work on this test)
- ➔ **100 points: Mid-term exam** (tenth week) in-class closed book
- ➔ **150 points: Cumulative closed book final exam** (in finals week)
- ➔ **50 points: Course Activities:** *(20 points for class activities + 30 points for attendance including points for completing mid-semester feedback and end-semester evaluation)*

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➔ **500 total points you may earn in this course.**

↓ We’ll divide by 5 the total points you earn out of 500 points to compute your final grade, based on the grading scale outlined below.

### Grading Scale For undergraduate students:

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 | F = 63-0  
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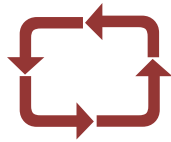
**Late work or tardy submissions:** See the **MEJO 101 Schedule** on Sakai for project details and deadlines. If you delay your project, your grade on that assignment will drop 20 points, which is the equivalent of one letter grade, (for example, from an A to a B). All projects are due at the deadline on the assigned date. Late projects will be penalized for each day they are late. If it’s not ready at deadline time, it’s already considered a day late.



### 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, therefore, NOT negotiable.** Doing extra work to improve the final grade is NOT an option because that would be unfair to other students in the course. **If you wish to earn a good grade, work hard from the beginning of the semester.**





## Grade Appeal

Although grades are not negotiable, we carefully consider any concerns about an assignment grade, as long as the concern is *promptly* identified. If you have questions or dispute a particular grade, please bring it to our attention **within a week of receiving that particular grade**. The only grades that we will discuss at the end of the semester are those assignments you complete at the end of the semester.

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 course grades may not be changed except for clerical or arithmetical error or by a successful grade appeal, as outlined above. A formal grade appeal, if any, must be filed no later than the last day for late registration of the next semester.



## Honor Code

Remember, as proud members of the UNC-Chapel Hill community, we are bound by the University's **Honor Code**: "It shall be the responsibility of every student at The University of North Carolina at Chapel Hill to obey and support the enforcement of the Honor Code, which prohibits lying, cheating, or stealing when these actions involve academic processes or University students or academic personnel acting in an official capacity."



**We Cherish Diversity.**

Diversity is vital to journalism and communication. This class prohibits 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.



## ACEJMC Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) evaluates professional media and journalism 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:

- 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;
- apply tools and technologies appropriate for the communications professions in which they work.

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

### ~ Spring 2019 Course Schedule for **MEJO 101**

- ❖ Go to the **MEJO 101** Sakai course-space to access the updated **course schedule**.
- ❖ Follow the updated online schedule for important dates and deadlines.
- ❖ The course schedule may change as the semester evolves **to create the best learning environment for you**.

~ Course Schedule for **Week# 1** through **Week#17**



**Week 1: Jan. 9 (Wed.):**

Welcome! [Introduction to MEJO 101](#)

Complete the MEJO 101 Student Survey by 11:50 p.m. **Jan. 23 (Wed.)**

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**Week 2: Jan. 14 (Mon.):**

[Prof. Andy Bechtel](#): *Understanding news judgment*

[Prof. Cecilia Balbin](#): *An international perspective on news values*

Announce: Research + Write a Mini-Essay project [deadline **4 p.m., Jan. 28 (Mon.) (Wk#3)**]. Post your mini-essay to the MJ-101 Drop Box AND submit a paper copy of your essay in our Jan. 28 class.

**Week 2: Jan. 16 (Wed.):**

[Mr. Richard Griffiths](#): *What I believe. And how I got here. What keeps me up at night*

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**Week 3: Jan. 21 (Mon.): MLK Holiday (No class)**

**Read:** Over the holiday weekend, read articles assigned for the essay project

**Week 3: Jan. 23 (Wed.):**

[Dean Susan King](#): *Journalism 2.0*

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**Week 4: Jan. 28 (Mon.):**

[Dr. Deb Aikat](#): *The Changing Role of Media and Journalism*

**Week 4: Jan. 30 (Wed.):**

[Prof. Ryan Thornburg](#): *Fact, Opinion and Fraud: What's the difference, why it matters and how you can tell?*

Announce Take Home Exam on Media Concepts (deadline: **11:59 p.m., Feb. 9, Sat. (Wk#5)**).

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**Week 5: Feb. 4 (Mon.):**

[Prof. Lindsay King](#): *What makes a stellar television news package?*

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**Week 5: Feb. 6 (Wed.):**

[Dr. Lois Boynton](#): *The Core Concepts of Public Relations*

**Week 6: Feb. 11 (Mon.):**

PR Faculty Panel: [Dr. Joseph Cabosky](#), [Dr. Adam Saffer](#), [Prof. Valerie Fields](#), [Prof. Livis Freeman](#), and [Dr. Suman Lee](#) speak on the *Power of Public Relations*

**Week 6: Feb. 13 (Wed.):**

[Ms. Marita Golden](#): *How to write better?*

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**Week 7: Feb. 18 (Mon.):**

[Dr. Berkley Hudson](#): *Photo by Pruitt: Trouble & Resilience in the American South*

**Week 7: Feb. 20 (Wed.):**

[Mr. Joel Curran](#): *Communicating the Carolina Brand*

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**Week 8: Feb. 25 (Mon.):**

[Prof. John Sweeney](#): *The Core Concepts of Advertising*

**Week 8: Feb. 27 (Wed.):**

[Dr. Joe Bob Hester](#): *Marketing in the Moment: The Power of Real-Time Advertising*

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**Week 9: Mar. 4 (Mon.):**

[Prof. Gary Kayye](#): *The Branding of Me: How to Build and Protect Your Personal Brand*  
[Complete MJ-101 Mid-semester feedback by 10 p.m. Mar. 19 \(Tue.\)](#)

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**Week 9: Mar. 6 (Wed.):**

Special panel “*Silent Sam: The Roles of Journalism and Public Relations in Framing Conversations about a Confederate Monument.*”

**Week 10: No class on Mar. 11 (Mon.) and Mar. 13 (Wed.)**  
**Spring break, 5 p.m., March 8-17.**



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**Week 11: Mar. 18 (Mon.):** [Richard Griffiths](#): *The Global Battle: Journalism, Trust, and Fake News*  
[Complete MJ-101 Mid-semester feedback by 10 p.m. Mar. 26 \(Thu.\)](#)

**Week 11: Mar. 20 (Wed.):** MJ-101 (Closed book) Test # 1  
Bring a [Scantron sheet](#) | [Current time display](#)

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**Week 12: Mar. 25 (Mon.):**  
[Dr. Daniel Kreiss](#): *Political communication in the social media age*

**Week 12: Mar. 27 (Wed.):**  
[Dr. Charlie Tuggle](#): *Sports Networks*  
*The Power of Media Optics in the Digital Age* + Open time slot for speaker adjustments

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**Week 13: Apr. 1 (Mon.):**  
[Prof. Jed Simmons](#): *Digital Media and Entertainment Innovation, Entrepreneurship & Disruption*

**Week 13: Apr. 3 (Wed.):**  
[Mr. Howard Mortman of C-SPAN](#): *Resolutely Non-Partisan: C-SPAN's Role in Our Democracy*

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**Week 14: Apr. 8 (Mon.):**  
[Dr. Deb Aikat](#): Exam Review + Open time slot for speaker adjustments

**Week 14: Apr. 10 (Wed.):**  
*Media Ethics in a Digital World:*  
~ [Dr. Deb Aikat](#): Caveat Emptor: Beware of Unethical Deception  
~ [Ms. Larissa Bennett](#): [Big data ethics](#)  
~ [Ms. Chandler Carter](#): [Ethics In online Advertising](#)

*Course evaluation details:* April. 11, Thu.: Email invitation to evaluate this course.  
April. 24, Wed.: Complete evaluations (*course evaluation site closes midnight, April 24, Wed.*).

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**Week 15: Apr. 15 (Mon.):**  
[Prof. Laura Ruel](#): *The importance of visuals and design in media and journalism*



**Week 15: Apr. 17 (Wed.):**

[Prof. Terence Oliver](#): *The adventures of motion graphics as new weapons of visual journalism*

April 19: Spring Holiday

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**Week 16: Apr. 22 (Mon.):**

[Prof. Steven King](#): *Future of Media Reality: Apps, gaming, virtual and AR*

**Week 16: Apr. 24 (Wed.): Last Day of Class**

[Prof. Patrick Davison](#), [Prof. Tamara Rice](#), [Prof. Chad A. Stevens](#): *The power of visual storytelling*

Last Day of Class: Exam review

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**4 p.m., Apr. 29 (Mon.): MEJO 101 Final Exam:**

Bring a [Scantron sheet \(with your name and ID written and bubbled in\)](#) and #2 pencil to the final exam at 4 p.m., April. 29 (Mon.) in 111 Carroll Hall, [according to the UNC final exam schedule](#). The final exam is a cumulative closed book test. You'll have 60 minutes to answer 50 multiple-choice questions.

**Week 16: May. 1 (Wed.):** Reading day#1

**Week 17: May 4 (Sat.):** Reading day#2

**Week 17: May 12 (Sun.):** *Spring Commencement*

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End of MEJO 101 schedule for Spring 2019