



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Fall 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.



## Fall 2019 Course Schedule

The MEJO-101 class will meet in Fall 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.



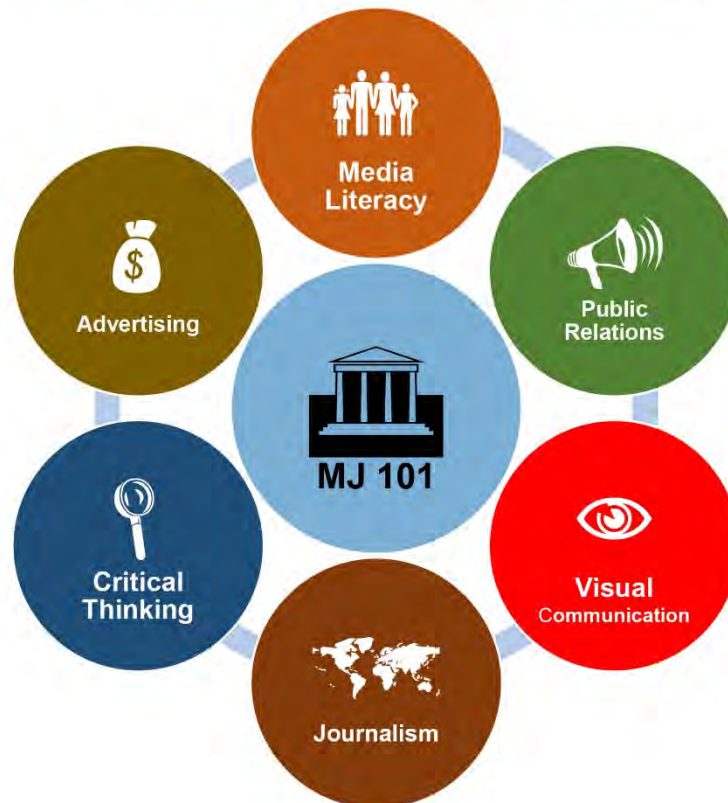
## Course Overview

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 ☞



### ★ Dr. Deb Aikat

*Associate Professor*

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University of North Carolina at Chapel Hill,  
Chapel Hill, NC 27599-3365.

Phone: 919 962 4090 (office) | Email:  
da@unc.edu



### ★ Dean Susan King

*Dean & John Thomas Kerr Distinguished Professor*

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Chapel Hill, NC 27599-3365.

Phone: 919 962-1204 | Email: susanking@unc.edu



## Teaching Assistant



### ★ Ms. Beth Marshall

*Pruden Fellow & M.A. student*

UNC School of Media and Journalism  
bethmars@live.unc.edu



### ★ Ms. Lindsey Slack

*Park Fellow & M.A. student*

UNC School of Media and Journalism  
lslack@live.unc.edu



## Fall 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 (Deb's office).
- ➔ 7:30 p.m. to 8:30 p.m., Monday and Wednesday in 143 Carroll Hall.
- ➔ Email Deb Aikat ([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.
- ➔ Walk-ins welcome. I invite you to stop by 374 Carroll Hall (Deb's office), anytime from 8 a.m. through 5 p.m. on any workday (*except when I am away at meetings or teaching a class*).

### Dean Susan King

- ➔ 4:00 to 4:30 p.m., on most Mondays and Wednesdays in 117 Carroll Hall. Please check with Ms. Rachel Pittman, *Executive Assistant to Dean Susan King*, in 118 Carroll Hall. You may email her at [rachel.pittman@unc.edu](mailto:rachel.pittman@unc.edu) or just show up.



## 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 MEJO 101 attendance policy conforms to the UNC-Chapel Hill's Attendance, Grading, and Examination policies and procedures, as documented in the [Academic Catalog](#) (click link to read [the policy](#)). Our attendance policy is also based on the [UNC Faculty Council's Education Policy Committee Resolution 2018-1](#), which was unanimously passed at the February 9, 2018 meeting of the UNC Faculty Council.

Pursuant to UNC's directives, 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\_Aug31\_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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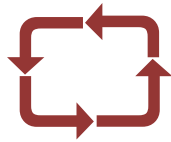
**Late work or tardy submissions:** See the **MEJO-101 Schedule** on Sakai for project details and deadlines. If you delay your project, your grade on that assignment will drop 20 points, which is the equivalent of one letter grade, (for example, from an A to a B). All projects are due at the deadline 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.



**SCHOOL OF MEDIA  
AND JOURNALISM**

**THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL**

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August 21, 2019

**Dear Students in MEJO-101 Fall 2019:**

Welcome to MEJO-101: *The Media Revolution: From Gutenberg to Zuckerberg and Beyond!*

Thank you for choosing this class as part of your coursework. *You have paid your hard-earned money for an enriching academic experience.* Thus, our job is to ensure that when you leave this class in December, you truly feel that *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 participate in this 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 that this course is not meeting your expectations, 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 percent toward making this *a unique and valuable learning experience for you.*

In conclusion, as we begin our journey together this semester I would like you to consider the following words: *"The only limitations in our lives are those we place on ourselves."*

Here's wishing you a productive Fall semester!

Cordially,

A handwritten signature in black ink that reads "Aikat". The signature is stylized and includes a large, sweeping flourish that loops back over the top of the name.

Deb Aikat  
For Team MEJO-101

P. S.: 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 help you learn about mass communication issues, *produce high quality work,* achieve *a good grade* for your efforts and a valuable set of research skills. 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 work together to find a solution.

~ Fall 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**.



Add Content

More Tools

Reorder

**Fall 2019 Week-by-Week****MEJO 101 The Media Revolution: From Gutenberg to Zuckerberg and Beyond**

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

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



★ Educate

★ Entertain

★ Enrich

★ Engage

★ Empower

★ Enlighten

Week 1: Aug. 21 (Wed.):

[Introduction to MeJo 101 \(ppt\)](#) + [The line between news and misinformation](#) + [A&E Biography of the Millennium Part 25. 1-Epilogue](#)

**Assignments this week:**

Read the [MeJo 101 syllabus](#) + meet MeJo 101 team members: **Ms. Beth Marshall** and **Ms. Lindsey Slack**

Complete the MeJo 101 Student Survey by 11:50 p.m. Aug. 30 (Fri.) [to be released]

**Note: You may NOT have access to some of the web links.**

**We appreciate your patience as we update external links**



**Week 2: Aug. 26 (Mon.):**

Dean Susan King: *Journalism 2.0* (ppt)

Announce: Research + Write A Mini-Essay by 4 p.m., **Sept. 11 (Wed.)**. Post your mini-essay to the MJ-101 Drop Box by 4 p.m., Sept. 11 AND submit a paper copy of your essay in our Sept. 11 class. You may cite your sources in APA citation style.

**Q & A on our MeJo 101 class.** We answer your questions about MeJo 101 (*pdf or ppt*)

Read: A quick recap of today's breaking news

**Complete before class:**

Complete nine readings on page 2 of the essay project instructions

**Week 2: Aug. 28 (Wed.):**

Mr. Richard Griffiths: *What I believe and how I got here. What keeps me up at night*

**Complete before class:**

Read: Filipino-American journalist Maria Ressa: 'It would be great if we didn't have to fight our government | Financial Times

Read: Poland's Government Is Systematically Silencing Opposition Voices | Foreign Policy

Do this now: If you wish to major in Media and Journalism, subscribe to the UNC MJ-school student newsletter

**Week 3: Sept. 2 (Mon.): Labor Day Holiday (No class)**

**Read:** Over the holiday weekend, read articles and complete Dean Susan King's essay project.



**Week 3: Sept. 4 (Wed.):**

Prof. Andy Bechtel: *Understanding news judgment* (ppt file)

Research + Write A Mini-Essay by 4 p.m., **Sept. 11 (Wed.)**. Post your mini-essay to the MJ-101 Drop Box by 4 p.m., Sept. 11 AND submit a paper copy of your essay in our Sept. 11 class. You may cite your sources in APA citation style.. Cite your sources in APA citation style.

Also, submit in our class a paper copy of your essay in the folder for your last name.

**Read before class:**

Read: Who is Florida Man? | Columbia Journalism Review

Read: Journalism Essentials by Walter Dean & Tom Rosenstiel

Read about the the basic principles and elements of good journalism. This reading is excerpted from the *American Press Institute (API)'s training guide* by Walter Dean, former training director of the Committee of Concerned Journalists, and API Executive Director Tom Rosenstiel.

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

[Prof. Ryan Thornburg: Trust and Credibility in Journalism: The latest research and practices \(ppt\)](#)

**Complete before class:**

Read: [Misinfo Nation](#) - Mozilla Internet Citizen

Read: [I fell for Facebook fake news. Here's why millions of you did, too.](#) - The Washington Post

Read: [In the fight against misinformation, the more you know the less you're certain](#) - Mozilla Internet Citizen

**Week 4: Sept. 11 (Wed.):**

Deb Aikat: Announce [Media Concepts Take Home Exam \[write answer in this Word document\]](#) (deadline: 11:50 p.m., Sept. 29, Sun.) + [APA Citations Demystified](#) + [Take-home exam insights](#)

[Dr. Deb Aikat: Watchdogs and Whistleblowers: The Changing Role of Media and Journalism \(ppt\)](#)

**Complete before class:Read:**

[Key Moments in Journalism and Digital Media, 1906 to 2019](#)

Submit your [Mini-Essay](#) by **4 p.m., Sep. 9 (Mon.)**. Post your mini-essay to the [MJ-101 Drop Box](#) by 4 p.m., Sept. 9. [Cite your sources in APA citation style](#)

Also, submit in our class a paper copy of your essay [in the folder for your last name.](#)



**Week 5: Sept. 16 (Mon.):**

[Deb Aikat: Take-home exam insights \(ppt\)](#) + [WashPo Ad text](#)

[Dr. Tori Ekstrand: Press Freedom](#)

Tips for [Media Concepts Take Home Exam instructions \[write answer in this Word document\]](#) (deadline: 11:50 p.m., Sept. 29, Sun.) + [APA Citations Demystified](#) + [Take-home exam insights](#)

**Complete before class:**

Read: [Freedom of Speech on the UNC Chapel Hill Campus: What Students Understand About First Amendment Issues](#)

Read: [The campus free expression act of North Carolina](#)



**Week 5: Sept. 18 (Wed.):**

[Prof. Susan Leath](#): The evolution of news in our community

Submit to [Sakai Drop Box](#) your [Media Concepts Take Home Exam](#) [\[write answer in this Word document\]](#) (deadline: 11:50 p.m., Sept. 29, Sun.) + [APA Citations Demystified](#)

**Complete before class:**

Read: [Kellyanne Conway's interview tricks, explained](#)

Read: [20 key responsibilities for today's PR pro](#)

Read: [The Public Relations Society of America's \(PRSA\) Definition of Public Relations](#) | [The PRSA Code of Ethics](#) | [IABC Code of Ethics](#)

**Week 6: Sept. 23 (Mon.):**

Deb Aikat: Read: [Exam insights and details for Oct. 23 \(Wed.\) test+ Grades & Exams](#) (ppt)

[Mr. Steve Hammel](#): The vital role of local news broadcasting in our community

**Complete before class:**

Double-check your folder in [Sakai Drop Box](#) to see if you posted the right file to for the [Media Concepts Take Home Exam](#)

**Week 6: Sept. 25 (Wed.):**

[Dr. Lynn Owens](#): [Creating news packages in a multi-platform era](#) (ppt)

**Complete before class:**

Read: [The Times Reporters Who Brought Sexual Harassment Out of the Shadows](#)

Read: Steel and Schmidt broke "[Bill O'Reilly Settled New Harassment Claim, Then Fox Renewed His Contract](#)" in late October 2017, following up on their [early April 2017 story uncovering \\$13 million in FOX news payouts over the years to address complaints about O'Reilly's behavior.](#)



**Week 7: Sept. 30 (Mon.):**

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

**Complete before class:**



**Read:** Dietrich, Gini. (11 April 2019). [What is public relations?](#) *Spin Sucks* blog.

**Read:** Juarez, Julio. (2 July 2019). [Making it in PR in 2019.](#) *Everything PR* blog

**Read:** Pace, Richard D. (31 July 2019). [The basics of PR.](#) *Everything PR* blog.

**Read:** Payne, Sophie. (7 January 2019). [The future of public relations: 10 PR trends for 2019.](#) *Babel PR* Blog

**Read:** Prabhu, Amith (21 January 2019). [The future of public relations is this.](#) *Reputation Today*

**View:** Chief Marketing Officer: [Why public relations – Janice Cosby Bridges.](#) *Career Girls Role Model*

**Week 7: Oct. 2 (Wed.):**

Media Moment: [What is Public Relations?](#) + [Mark Zuckerberg's career on Facebook's 15th anniversary](#)

[Dean Susan King](#) will lead *Power of Public Relations* panel with [Dr. Lucinda Austin](#), [Prof. Val Fields](#), [Prof. Livis Freeman](#), [Ms. Kelly Williamson](#) (final panelists to be confirmed)

**Complete before class:**

**Read:** [Kellyanne Conway's interview tricks, explained](#)

**Read:** [20 key responsibilities for today's PR pro](#)

**Read:** [The Public Relations Society of America's \(PRSA\) Code of Ethics | IABC Code of Ethics |](#)

**Week 8: Oct. 7 (Mon.):**

Deb Aikat: [The PESO Model](#) + The Privacy Notice ([Exhibit A](#) and [B](#))

[Mr. Joel Curran: A Quick Look at Branding and PR Trends: Carolina Today \(.ppt\)](#)

**Complete before class:**

**Read:** ['Keep up or close up' - the traditional PR agency model is dead](#)

**Read:** [Where Does the PESO Model Belong?](#)

**Read:** [November 2018 recap for UNC-Chapel Hill University Communications](#)

**Week 8: Oct. 9 (Wed.):**

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

Complete MJ-101 Mid-semester feedback by 10 p.m. Oct. 13 (Sun.)

**Complete before class:**

**Read:** [Nike's Colin Kaepernick ad and the history of "commodity activism"](#) - Vox

**Read:** [Kaepernick and the Absurdist Spectacle of #BoycottNike](#) - The Atlantic

**Read:** [Exam insights and details for Oct. 23 \(Wed.\) test](#)



**Week 9: Oct. 14 (Mon.):**

Digital ethics or Open slot: Dean King to decide or we schedule exam review

**Read:** [Exam insights for Oct. 23 \(Wed.\) test](#) + [33-question practice exam](#) + [Exam 1 reading list \(we highlighted key readings for](#)

[you to focus](#)).

**Complete before class:**

Five ethical codes: 1. [SPJ Code of Ethics](#) | 2. [RTNDA Code of Ethics](#) | 3. [The PRSA Code of Ethics](#) | 4. [IABC Code of Ethics For Professional Communicators](#) | 5. [Institute for Advertising Ethics Principles & Practices](#)

View: [Watch Wally Snyder talk about the importance of advertising ethics](#)

**Week 10: No class Fall break, 5 p.m., Oct. 16 through Oct. 20 (Sun.):**

During break read: [Exam insights for Oct. 23 \(Wed.\) test](#) + [33-question practice exam](#) + [Exam 1 reading list](#) (*we highlighted key readings for you to focus*).

**Week 11: Oct. 21 (Mon.):**

[Prof. Gary Kaye The Branding of Me: How to Build and Protect Your Personal Brand](#)

Read: [Exam insights for Oct. 23 \(Wed.\) test](#) + [33-question practice exam](#) + [Exam 1 reading list](#) (*we highlighted key readings for you to focus*).

**Complete before class:**

Read: [Kylie Jenner makes \\$1 million per paid Instagram post, Hopper HQ says](#)

Read: [Experts Weigh in on the Future of Advertising](#)

**Week 11: Oct. 23 (Wed.): MJ-101 (Closed book) Test # 1**

Bring a [Scantron sheet](#) (*with your name and ID written and bubbled in*) | [Current time display](#) | [Submit scantrons this way](#)

One-minute meditation: [Kenny G Silhouette](#), [Ludwig van Beethoven - Full Symphony No. 5](#), [Four Seasons ~ Vivaldi](#), [Ananda Shankar - Streets of Calcutta](#), [The Beginning of the Partnership from the 1998 movie Shakespeare in Love](#).

**Complete before class:**

Read: [Exam insights for Oct. 23\(Wed.\) test](#) + [33-question practice exam](#) + [Exam 1 reading list](#) (*we highlighted key readings for you to focus*).



**Week 12: Oct. 28 (Mon.):**

Deb Aikat: Opening Act: [Analysis of Scores in Mid-term Test#1](#)

Opening act: [Official trailer of documentary](#) honoring the 2018 National Champion [UNC Field Hockey](#) team

[Dr. Charlie Tuggle: Sports Networks](#) (ppt) + [Olympics Medal Premium Calculations](#) (ppt)

[Louis Fernandez Sports Reel 2018](#) | [Jourdan Black Sports Reporting Mini Reel](#)

[Louis Fernandez News Reel 2018](#) | [Jourdan Black Sports Reporter/Anchor Reel](#)

[UNC TarHeels Athletics Recruiting Video](#)

**Complete before class:**

Read: [Turner, ESPN, and CBS are betting on the future of live sports](#) — Quartz

**Read:** [The 15 Most Valuable Sports Networks](#) - Outkick the Coverage

Read: [Let's rethink how we determine Olympic success \(Opinion\)](#) - CNN

Media moment: CBS radio broadcast. [War of the Worlds](#), Oct. 30, 1938

Earn 5 points: Complete MJ-101 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

**Week 12: Oct. 30 (Wed.):**

[Dr. Rhonda Gibson: Understanding of polling in the media \(ppt\)](#)

**Complete before class:**

**Read:** [10 Things You Ought to Know About Polls](#)

**Read:** [How trustworthy are the polls, more than a year after the 2016 election? | PolitiFact](#)

Earn 5 points: [Complete MJ-101 Mid-semester feedback](#) by 10 p.m. Nov. 6 (Tue.)

**Week 13: Nov. 4 (Mon.):**

[Dr. Daniel Kreiss: Political communication in the social media age \(ppt\) \(link\)](#)

Earn 5 points: Complete MJ-101 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

**Complete before class:**

Read: [Technology Firms Shape Political Communication: The Work of Microsoft, Facebook, Twitter, and Google With Campaigns During the 2016 U.S. Presidential Cycle](#)

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

[Mr. Howard Mortman of C-SPAN: On C-SPAN's 40th anniversary: How would you evaluate C-SPAN's role in our democracy?](#)

[Key links on the evolution of C-SPAN.](#)

[C-SPAN: A big name in television is celebrating a huge anniversary + C-SPAN, 40](#)

**Complete before class:**

Read: [Happy birthday, C-SPAN. We need you more than ever.](#) - The Washington Post

Read: [How C-SPAN Made Congress and Washington Worse](#) - The Atlantic

Deb Aikat: [Read and review all highlighted items to study for the MJ 101 Final Exam + MEJO 101 Exam 1 in library from March 25](#)

Earn 5 points: Complete MJ-101 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

[UNC Dean of Students](#) + [Office of Student Affairs](#)

**Week 14: Nov. 11 (Mon.):**

[Prof. Jed Simmons: Digital Media and Entertainment Innovation, Entrepreneurship & Disruption](#)

Deb Aikat: [MEJO 101 final exam on Dec. 13 + MEJO 101 Exam 1 in library from March 25](#)

Earn 5 points: Complete MJ-101 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

**Complete before class:**

Read: [Big Media Isn't Ready to Fight Back \(Netflix Misunderstandings, Pt. 5\)](#)

Read: [Nine Reasons Why Disney+ Will Succeed \(And Why Four Criticisms are Overhyped\)](#)



**Week 14: Nov. 13 (Wed.):**

Mr. [Torod Neptune of Lenovo](#)

**Complete before class:**

**Read:** to be assigned

**Week 15: Nov. 18 (Mon.):**

Prof. [Laura Ruel](#): [The importance of visuals and design in media and journalism](#) (ppt)

**Complete before class:**

**Read:** [Why Visual Communication Is the Most Important Skill for Journalists](#)

**View:** [Data Visualization keynote with Professor Alberto Cairo](#)

**Week 15: Nov. 20 (Wed.):**

Prof. [Steven King](#): [Creating immersive storytelling experiences: Leveraging VR, AR and Ai to engage audiences](#)

Please confirm: "I completed end-semester evaluations"

**Complete before class:**

Please confirm: "I completed end-semester evaluations"

**Week 16: Nov. 25 (Mon.):**

Prof. [Chad A. Heartwood](#): [The power of visual storytelling](#) + [Farmstead](#)ers trailer

**Complete before class:**

**Read:** [Can a photograph change the world?](#) - CNN

**Read:** [73 of the Best Quotes About Filmmaking](#) — Film Crux

Please confirm: "[I completed end-semester evaluations](#)"

Deb Aikat: [Read and review all highlighted items to study for the MJ 101 Final Exam + MEJO 101 Exam 1 in library from March 25](#)

**Week 16: Nov. 27 (Wed.) through Dec. 1 (Sun.): Thanksgiving Break**



**Week 17: Dec. 2 (Mon.):**

[Prof. Terence Oliver: \*The power of motion graphics\* \(use password:101\)](#)

**Complete before class:**

**Read:** [Motion graphics: New weapons of visual journalism](#)

**View:** [What is Motion Design?](#)

Read: [Q&A with Prof. Terence Oliver on the power of motion design.](#)

**Week 16: Dec. 4 (Wed.): Final exam on the last day of class**

Bring a [Scantron sheet \(with your name and ID written and bubbled in\)](#) and #2 pencil to the final exam at 4:40 p.m., Dec. 4 (Wed.) in 111 Carroll Hall,

**Complete before class:**

**Read:** [ConsumerLab report on Merged reality \(VR/AR\)](#)

Please confirm: "[I completed end-semester evaluations](#)"

Deb Aikat: [Read and review all highlighted items to study for the MJ 101 Final Exam + MEJO 101 Exam 1 in library from March 25](#)

Bring a [Scantron sheet \(with your name and ID written and bubbled in\)](#) and #2 pencil to the final exam at **4 p.m., Dec. 13 (Fri.)** in 111 Carroll Hall. The final exam is a cumulative closed book. You'll have 60 minutes to answer 50 multiple-choice questions.

**Week 17: 4 p.m., Dec. 13 (Fri.):** MEJO 101 debrief, [according to the UNC final exam schedule.](#)

**Resources to help you study for the MJ 101 Final Exam:**

The MEJO 101 Final final exam is a cumulative closed book test.

You'll have 60 minutes to answer 50 multiple-choice questions.

1. [Read and review all highlighted items to ace the MJ 101 Final Exam](#)
2. 100 questions to help you practice [\[56-question practice test \(Weeks 9 through 16 after Exam 1\) + 33-question practice test \(Weeks 1 through 9 before Exam 1\) + 11-question final exam preview with exam score graphs\]](#)
4. [See copy of Exam 1 in Park Library \(2nd floor of Carroll Hall\)](#)

[Current time display](#)

[Final Exam Video featuring Dean King, Katria, Adam and Deb.](#)

**[Course evaluation details:](#)**

\*\*\* Nov.19, Tues.: Email invitation to evaluate this course.

\*\*\*Dec. 4, Wed.: Complete evaluations (*course evaluation site closes Dec. 4, Wed.*)

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~ Classes End: Dec. 4, 2019 (Wed.)

~ [Final exam schedule for Fall 2019](#)

~ Reading Day#1: Dec. 5, 2019 (Thu.)

~ First day of Exams: Dec. 6, 2019 (Fri.)

~ Reading Day#2: Dec. 11, 2019 (Wed.)

~ Last day of Exams: Dec. 13, 2019 (Fri.)

~ Fall Commencement: Dec. 15, 2019 (Sun.)

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**End of course calendar**

Additional readings:

[MEJO 101 video archive](#)

**Read:** [Let's remember the power and the gift of the First Amendment](#) by Susan King, N&O Sept. 23, 2018 op-ed.

**Read:** [The Journalist's Creed](#), written in 1914 by Walter Williams, founder of the Missouri School of Journalism

**Read:** [Why Journalism Urgently Needs A Domestic Marshall Plan -- And Democracy Demands It](#)

Read: [Deepfake videos](#)

[Dr. Deb Aikat: The viral, visual and verbal media](#) (ppt)



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