

**MEJO/WGST 442**  
**Gender, Class, Race and Mass Media**  
**SUMMER 2020**

Professor: Dr. Anne Johnston

Email: use Message tool on Sakai site to email me

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**Course Description and Purpose**

The purpose of this course is to explore the relationship between gender, class, race and media. Topics to be discussed will include: theories of media and the process of studying gender/race/class in media; representations of gender/race/class in media; and how gender/race/class influence production and consumption of media. In addition, we will be discussing media's role in covering and portraying issues such as sexual violence, harassment and sex trafficking. Students should read any instructor comments and the assigned readings (textbook or available in the Sakai folder for that day) before answering the questions or doing the assignments in the Forums. This course fulfills a UNC Gen Ed designation in that it requires ten pages of writing, exclusive of in-class exams. Part of that writing requirement will be fulfilled through the writing you will do for your posts in the Forums/Discussion. The other part is fulfilled by your course paper.

Also, students are expected to hand in assignments and papers on designated due dates. Late papers are not accepted.

**Learning Objectives**

Following completion of the course, you should be able:

- To articulate some of the ways in which gender, race & class may influence media production and consumption
- To analyze media representations of gender/race/class using theoretical or conceptual principles
- To understand stereotyping, framing and other processes that shape the way media depict and represent gender, race, and class
- To make connections between your personal experience, and your formal and mediated learning.

**Contacting me and turning in assignments**

If you have questions, please email me at the address listed above. If I don't respond to you within 24 hours during weekdays, please assume that I didn't receive your email, and email me again. I would also be happy to set up an appointment to speak with you by phone or via Zoom. I will check email daily from Monday morning until Friday afternoon. You will turn in your course paper in the Course Paper tool/area in Sakai. Please turn in your paper in .doc or .docx format so that I can use the review/comment functions.

**Important UNC policies and procedures:**

**Honor Code**

Students must adhere to the letter and spirit of the [university honor system](#). Academic dishonesty will not be tolerated – this includes plagiarism, cheating or any false means of obtaining a grade – and may result in failure of the course, and suspension or expulsion from the university. If I suspect academic dishonesty, I have a duty to report it to the MJ-School's senior associate dean for undergraduate studies, the Student Attorney General, or the judicial programs officer in the Dean of Students' office for further action. For information on how to avoid plagiarism, go to The Writing Center's [plagiarism](#) site.

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

**Diversity:**

The University's policy on Prohibiting Harassment and Discrimination is [here](#).

UNC is committed to providing an inclusive and welcoming environment for all members of our community

and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

### **Title IX**

Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources [here](#).

### **AEJMC values**

The School of Media and Journalism's accrediting body outlines a number of values that our majors should be aware of and competencies our majors should be able to demonstrate by the time they graduate from our program. You can learn more about them [here](#) under the heading "Professional values and competencies."

In this class, we will focus on the following values:

- 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;
- think critically, creatively and independently;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

### **Required Reading**

Textbook:

Lind, R. (Ed). (2019). Race/Gender/Class/Media: Considering diversity across audiences, content and producers (4<sup>th</sup> ed). NY: Routledge. [The textbook is available online \(Textbook\) on the Sakai site for the course.](#)

In addition to the textbook, I will assign readings from other sources. These articles, blogs or book chapters will be available from the course Sakai site, or from a link to the source.

So, you will see the following listed on the Course Schedule:

- Textbook (Lind) chapters. Most of the chapters in here are very short...2-3 pages long. The chapters are labeled within broader chapters, like 2.1 or 2.2. If you have any problems finding a chapter that's listed on the Course Schedule, let me know.
- Check Sakai folder for any instructor comments, additional readings & links
  - Go to the Sakai folder for that day and check for this material there.

Note: There will be some material that you will be exposed to via the readings and videos that may be upsetting because of the topics dealt with. Please let me know if you have any questions about the material or if you need to talk with me about any of the assigned readings, videos or Forum assignments.

Remember for each day of class to:

- ✓ Look at your Course Schedule for your textbook chapters to read or other information about that day's work.
- ✓ Check the "To Do" column on the Course Schedule. For most days, your "To Do" assignment will be in the Forums & Daily Discussion where you will be replying/posting/commenting. Remember to read the instructions for that particular Forums & Daily Discussion day and post between 7 a.m. and 9 p.m. On some days when you're not posting in the Forums, you may be watching a video or doing some research on a topic.
- ✓ Go to that day's folder in the Day-by-Day section of the Sakai site
  - On most days (but not all), I'll have Instructor Comments. Please read those.
  - Check for other readings or links to read for that that day.

*Note: Although you are welcome to read ahead, please remember to re-read the daily comments and the Forums assignments on that particular day of class. I may update or add material, so be sure to check back and look at that day's materials before you go into the Forums section or start any daily assignment.*

## **Grades (Undergraduate)**

Scale for grades:

<b>A</b> 95.0-100	<b>C+</b> 77.0-79.99
<b>A-</b> 90.0-94.99	<b>C</b> 74.0-76.99
<b>B+</b> 87.0-89.99	<b>C-</b> 70.0-73.99
<b>B</b> 84.0-86.99	<b>D+</b> 67.0-69.99
<b>B-</b> 80.0-83.99	<b>D</b> 60.0-66.99
	<b>F</b> 59.99 and below

*Note:* Grades are assigned according to criteria established by a UNC-CH Committee on Grading. For example, an “A” grade indicates superior work, whereas a “C” grade indicates sufficient performance. For an understanding of what the various grades mean, see the [Explanation of the Grading System](#) (click Undergraduate Grade Definitions.)

I don't negotiate grades, but I will hear your concerns and talk with you about them. If you want to discuss any assignment, exam or paper grade, I ask that you take **24 hours** before emailing me about the grade and provide information in the email about your questions. Also, you will need to contact me about any concerns you have about a grade within **two days** of receiving the grade.

Your grades will be based on the following. I've included the percent that each one will count toward the final grade and the due dates and times. Following the table, I've included additional information and guidelines for each of the course requirements.

<b><i>Course Requirements</i></b>	<b><i>% of grade</i></b>	<b><i>Date Due</i></b>	<b><i>Time Due All Eastern Standard Time</i></b>
Forums & Daily Discussion To Do	15%	Monday through Friday	7 a.m. - 8 p.m.
Exam I (Midterm)	25%	Mon., June 3	Due by 11 p.m.
Exam II (Final)	30%	Wed., June 19	Due by 11 p.m.
Course Paper	30%	Tues., June 11	Due by noon (12 p.m.)

### **Forums & Daily Discussion/To Do (15%):**

For most days of the course, you'll be posting in the Forums & Daily Discussion. It will serve as our virtual classroom. That means that the online discussion in the Forums is analogous to class time. A summer course meets for 1.5 hours every day so an online course requires about 1.5 hours of online time each day that we 'meet' as a class (Monday through Friday). These 1.5 hours would include watching videos, reading the Forum topics for that day, reading comments, posting comments and responding to comments. Although you will be able to read in advance any of the materials in the Day-by-Day folders for the class as well as the topics or assignments for the Forums, you should not post comments or reply to the topics before the scheduled day for those Forum/Discussion topics. ONLY comments made between 7 a.m. and 9 p.m. EST for that day will be considered for grading. For example, you will be able to see what the Forum topics will be on May 20<sup>th</sup>, but I won't grade any posts in there except those made between 7 a.m. and 9 p.m. on May 20<sup>th</sup>.

The Forum is where you'll apply what we're reading to your understanding of materials, gather additional

material to share or reflect on your own experiences with some of the topics. You may also be expressing opinions about topics. You should always feel free to disagree with any opinion (including mine) expressed in comments. But I will also require that we all be respectful of others' opinions and have civil conversations in our virtual classroom. By the way, I won't be replying to everyone's comments or posts every day. Some days I may respond to several comments from several students, other days I may respond to individual students. If you ever have a question about anything, please send me an email and ask.

One piece of advice about commenting in the Forums: for any longer posts/comments, I strongly encourage you to write your comments in some type of word/text document and then copy your comments into the Sakai site. The Sakai Forum can sometimes 'eat' comments/posts...and you'll lose your work. I've had it happen to me...so just a caution from my experiences. I think newer versions of Sakai may automatically save your draft, so maybe this won't be such a problem going forward.

Here's how I will grade your work in the Forums/Discussion: You'll be graded on a 0 to 5-point scale for each day's participation. Those points will be added up for your final grade in the Forums & Daily Discussion (which counts for 15% of your total course grade.) **Generally**, your posts/replies will be evaluated in terms of the quality of your comments/posts (that is, how they reveal your critical thinking and ability to apply course content), the substantive nature of your comments (they are complete and substantive, not brief statements of "I agree or disagree" and in them you answer all of the required topics) and the timely nature of your posts (you will lose points if you are always responding to all topics at the last minute, making it very difficult for anyone to respond to your comments), and of course, the basic quality of your writing and expression of ideas.

More specifically, here's how I'll apply the points:

4-5 points - the comments meet the expectations. Excellent writing and expression. Posts are substantive; arguments or points are completely expressed and defended. There's clear evidence that material from the readings is applied in the responses to the topics. Responses to other posts are substantive and provide new ideas and information or opinions about the post. They move the discussion along and contribute new information to the discussion.

3 points - comments are average and meet the minimum requirements, but nothing beyond that. The language and writing are generally free of errors, and expression of ideas and opinions is clear. Most of the points are supported with personal examples and evidence or application of reading and course materials. Responses to other posts are mostly substantive, and some provide new ideas and information or opinions about the post.

1-2 point- posts are not substantive; they are incomplete. They don't reflect an understanding of the material or course content, they don't apply that material to the comments, the quality of the writing and expression of ideas needs improvement.

0 points - given to a student who does not post at all on any given day (this will include posting outside of the scheduled time for the Forums).

**Exam I-Midterm (25%) & Exam II-Final (30%) (Submit by 11 p.m. on the days they are scheduled)**

All exams are closed book and closed notes. You may not access any material (textbook, folders, readings) other than the Exam tool on the Sakai site nor visit any other websites during your exams. I will expect that you will adhere to the Honor Code when taking your exams. You are expected to know any and all material that is listed on your syllabus and schedule. Yes, I do expect you to know material even if we have not covered it in the Forum topics. Exams may be comprised of multiple choice, identifications, short answers and essays. The Exam II (Final) is not cumulative but it will cover more material than Exam I. More details about the exams will follow.

**Course paper (30%) (Submit by noon on the day it's due)**

You will have one short paper due in the course. The paper is due and should be submitted using

the Course Paper tool in Sakai by 12 p.m. (noon) on the due date. To see a more complete description of and guidelines for the paper, check the Course Paper document in the Day-by-Day section of Sakai or in the Course Paper tool on the Sakai site.

MEJO/WGST 442

**Gender, Class, Race and Media  
Course Schedule  
Summer 2020**

- ✓ Remember to check the folder for each day in the Day-by-Day section of the Sakai site for additional readings (other than the textbook chapters indicated here) and any instructor comments.
- All times for due dates are expressed in Eastern Standard Time.

<b>Week 1: Introduction and Overview</b>	<b>To Do:</b>
<p><b>Day 1: Wed, May 13</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 4.3 (Lind &amp; Aravena)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p><b>Day 2: Thurs, May 14</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 1 (Lind); Ch. 6.1 (Campbell)</p> <p>Check Sakai folder for any instructor comments, additional readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p><b>Day 3: Fri, May 15</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 7.7 (Lind)</p> <p>Check Sakai folder for any instructor comments, additional readings &amp; links</p>	<p>Find an article, online/broadcast story or blog post having to do with research on media &amp; class, race, and/or gender. You'll share these in Monday's Forums/Discussion.</p>

<b>Week 2: Ownership, Production &amp; Audiences</b>	<b>To Do:</b>
<p style="text-align: center;"><b>Day 4: Mon, May 18</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p style="text-align: center;">Textbook: Ch. 7.1 (Chen &amp; Pain); Ch. 7.4 (Corsbie-Massay); Ch. 7.8 (Gardner &amp; Stein)</p> <p style="text-align: center;">Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 5: Tues, May 19</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p style="text-align: center;">Textbook: Ch. 3.2 (Uddin) Ch. 4.9 (Dietzel); Ch. 7.3 (Saxenmeyer)</p> <p style="text-align: center;">Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 6: Wed, May 20</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p style="text-align: center;">Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 7: Thurs, May 21</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p style="text-align: center;">Textbook: Ch. 2.4 (Aubrey &amp; Terán); Ch. 2.5 (Krcmar &amp; Cingel); Ch. 3.5 (Joyce, Galvan &amp; Shepherd); Ch. 3.9 (Daniels)</p> <p style="text-align: center;">Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 8: Fri, May 22</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p style="text-align: center;">Check Sakai folder for any instructor comments, readings &amp; links</p>	<p>Watch <a href="#"><b><u>Women in Hollywood</u></b></a></p>

<p><b>Week 3: Representation and Content</b></p>	<p><b>To Do:</b></p>
<p><b>Day 9: Mon, May 25</b></p> <p>Memorial Day holiday</p>	<p><b>No Class</b></p>
<p><b>Day 10: Tues, May 26</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 2.1 (Gorham); Ch. 2.2 (Dixon); Ch. 3.6 (King); Ch. 5.7 (Kramer)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p><b>Day 11: Wed, May 27</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 3.7 (Ibrahim &amp; Halim); Ch. 4.2 (Brown); Ch. 6.4 (Cox); Ch. 7.5 (Aunaetitrakul)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p><b>Day 12: Thurs, May 28</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 4.8 (Nettleton); Ch. 5.4 (Yep, Alaoui, &amp; Lescure); Ch. 5.9 (Fryett); Ch. 7.2 (Billings, Moscovitz, &amp; Xu)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p><b>Day 13: Fri, May 29</b></p> <p><b><u>Readings &amp; Resources</u></b></p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Watch video</b> <a href="#"><u>Tough Guise 2</u></a></p>

<b>Week 4: Representation and Content, con't</b>	<b>To Do:</b>
<p style="text-align: center;"><b>Day 14: Mon, June 1</b></p> <p style="text-align: center;">Exam I (Midterm) due by 11 p.m.</p>	<p style="text-align: center;"><b>Midterm</b></p>
<p style="text-align: center;"><b>Day 15: Tues, June 2</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p style="text-align: center;">Watch video  <a href="#">Still Killing Us Softly 4</a></p> <p style="text-align: center;"><i>Note: this is for off-campus connection. login with your onyen and password</i></p>
<p style="text-align: center;"><b>Day 16: Wed, June 3</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 4.10 (Kilbourne); Ch. 4.11 (Niedt &amp; Richmond)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p style="text-align: center;"><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 17: Thurs, June 4</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p style="text-align: center;"><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 18: Fri, June 5</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 4.1 (Brooks); Ch. 5.10 (Grinner); Ch. 5.11 (Altena)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p style="text-align: center;"><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>

<p><b>Week 5 + one: Course paper due Media coverage of gendered violence</b></p>	<p><b>To Do:</b></p>
<p style="text-align: center;"><b>Day 19: Mon, June 8</b></p> <p>Your course paper is due tomorrow. Use this time to work on your paper and email me with any questions you might have. I'm also happy to talk by phone or Zoom if you'd like.</p>	<p><b>Finalize work on paper</b></p>
<p style="text-align: center;"><b>Day 20: Tues, June 9</b></p> <p style="text-align: center;"><b>Paper due by noon (12 p.m.)</b></p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 21: Wed, June 10</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 5.3 (Brookey &amp; Coile); Ch. 6.5 (Griffin &amp; Phillips)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 22: Thurs, June 11</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 23: Fri, June 12</b></p> <p style="text-align: center;"><b><u>Readings &amp; Resources</u></b></p> <p>Textbook: Ch. 4.4 (Johnston &amp; Friedman)</p> <p>Check Sakai folder for any instructor comments, readings &amp; links</p>	<p><b>Forums/Discussion</b> 7 a.m. -8 p.m.</p>
<p style="text-align: center;"><b>Day 24: Mon, June 15</b></p> <p style="text-align: center;">Review for Final Exam Individual meetings/conversations about Final Exam</p>	<p>Last Day of Class</p>

<b>Wed June 17</b>	<b>Exam II – Final Exam</b>	<b>Due by 11 p.m.</b>
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