



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Fall 2020 Syllabus for MEJO-101: **The Media Revolution: From Gutenberg to Zuckerberg and Beyond**

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.



HELP KEEP ILLNESS **FROM SPREADING**



COVER YOUR FACE

when you cough and sneeze with a tissue, then throw the tissue in the trash.



WASH YOUR HANDS

frequently with soap and water for at least 20 seconds. Use hand sanitizer if soap and water are not available.



AVOID TOUCHING

your eyes, nose and mouth with unwashed hands.



STAY HOME AND REST

when you are ill. Avoid close contact with people who are ill. Contact a medical professional with concerns.



CLEAN AND DISINFECT

frequently touched objects and surfaces using a regular household cleaning spray or wipe.



Fall 2020 Course Schedule

The MEJO-101 class will meet from 6:30 p.m. to 7:45 p.m. on Monday and Wednesday. We will teach the class using the Zoom video-conferencing system. We expect all students, barring those with countervailing circumstances, to attend each Zoom session at the scheduled class time. Since this a media class, we would like all students to engage in discussions about media trends, themes and theories. As you will appreciate, such interactions occur best in real time class sessions.

We have designed our class with lectures delivered in synchronous Zoom sessions. To that end, we expect all MJ-101 students to attend each synchronous Zoom session at the scheduled class time.

We also have developed asynchronous resources (such as Sakai, Zoom recording) to support the synchronous Zoom sessions and students with special needs. Read page 6 if you have special needs.



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 Hussman School of Journalism and Media. 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.

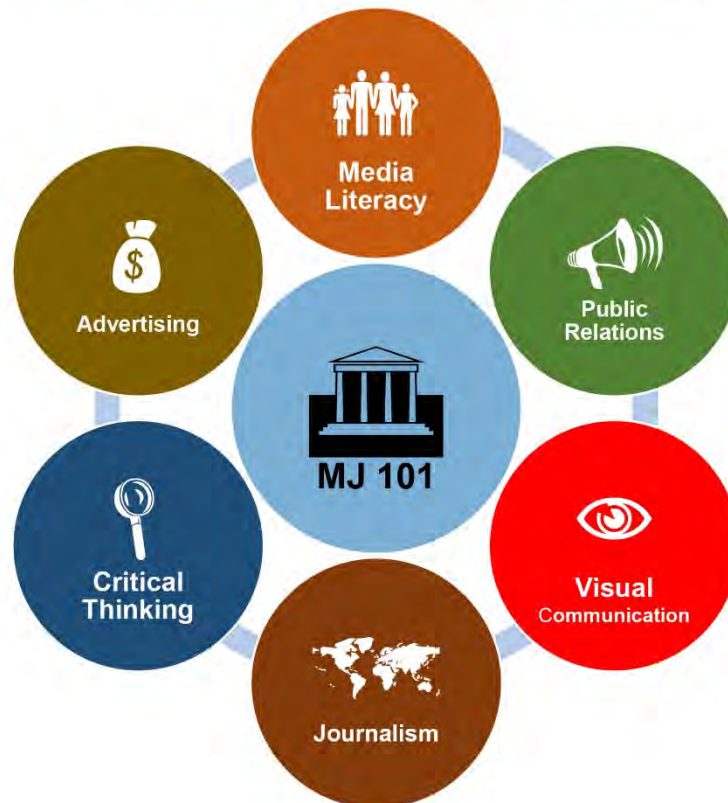


Course Overview

❖ 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 MEJO-101, around a conceptual core, as outlined below:

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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Teaching Assistants



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Fall 2020 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

- ➔ 5:30 to 6:30 p.m., Monday and Wednesday or by appointment (by Zoom).
- ➔ Email Deb Aikat (da@unc.edu) to schedule a time that's more convenient to you.
- ➔ You should feel free to talk with me anytime or schedule a meeting time convenient to you.
- ➔ Walk-ins welcome. I invite you to schedule a time to time with me.

Prof. Lee Meredith

- ➔ 3:30 p.m. - 5 p.m., Tuesday and Thursday or by appointment (by Zoom)



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."



Students with Special Needs

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

If you require special accommodations to attend or participate in this course, please let the course instructors know as soon as possible. If you need information about students with special needs, visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

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.



UNC-Chapel Hill's Attendance, Grading, and Examination Policies

UNC-Chapel Hill's attendance policy stipulates that *"No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences."*

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](#)).



Attendance Policy for MEJO 101

This is an instruction-intensive course and we expect you to be present (via Zoom) every day we meet. Ours is a "cameras-on" classroom. Even though this is a large class, we seek your engagement and participation and we believe that can best be accomplished with cameras on. This is especially important for participation in Zoom breakout rooms. While this is a discussion class that requires your real-time participation, we will attempt to accommodate those who are unable to attend due to COVID-19 issues. If you are in that situation, please let us know as soon as you can. We plan to record classes on Zoom and will make the recordings available after each class.

In lieu of taking attendance, we will ask you to complete a weekly quiz in Sakai that covers topics from the Monday class and the Wednesday class. The quizzes will be available by Thursday morning at 10:00 a.m. and you must complete this assignment by Sunday night at 11:59 p.m. There will be no makeup opportunity for missing this deadline. These quizzes will be short, consisting of six to ten questions. They will be easy to complete if you have attended the prior two classes or reviewed the Zoom recordings of those classes.

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 following their class lectures.



We Cherish Diversity.

Diversity is vital to journalism and media. Diversity 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. We seek to create in this 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, we are committed to equal opportunity for all. UNC-Chapel Hill's [Equal Opportunity and Compliance Office](#) ensures compliance of Carolina's [Policy on Prohibited Discrimination, Harassment and Related Misconduct](#).



Grading

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

MEJO-101 projects and assignments add up to 550 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)
- ➔ **80 points: Weekly quizzes** (you must attend class to do well!):
- ➔ **20 points: Course Activities:** (*20 points for completing mid-semester feedback and end-semester evaluation*)

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

↓ We’ll divide by 5.5 the total points you earn out of 550 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

Rounding off final grade points with decimals: The algorithm in our grade schema is coded to follow two rules for rounding off the grades with decimal points. They are:

Rule #1: Round up decimals of .5, .6, .7, .8, or .9) to the next integer. For instance, 66.5, 66.6, 66.7, 66.8, or 66.9 is rounded to 67.

Rule #2: Round down decimals of .1, .2, .3, or .4) to the previous integer. For instance, 66.1, 66.2, 66.3, or 66.4 is rounded to 66.

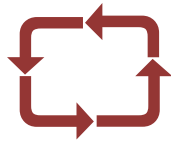
Late work or tardy submissions: See the **MEJO-101 Schedule** on Sakai for project details and deadlines. If you delay your project, your grade on that assignment will drop 20 points, which is the equivalent of one letter grade, (for example, from an A to a B). All class projects and activities including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



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 concerns about an assignment grade. If you have questions about 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 us 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. We 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.



Classroom Manners

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

Close other windows on your computer during class. Gaming, Internet surfing, tweeting and shopping can be done outside of our class meeting times. Please mute your Zoom audio unless you are speaking.

Chatting vs. discussing. We encourage group discussions of topics at certain points in the class. Please be respectful of others in the 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.

Join our class on time. Make plans not to be interrupted during the 75 minutes of each class. We'll do our part to make these sessions enlightening and informative. We need you to help us



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.



**HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA**

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

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August 1, 2020

Dear Students in MEJO-101 Fall 2020:

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 November, you truly feel that *you have received your money's worth. You are the most important part of Carolina.* You do not depend on us. We depend on you. *You are not an interruption to our work - you are the purpose of it.* We are not doing you a favor by serving you - you are doing us a favor by giving us the opportunity to work with you.

Our job is to make your educational experience as *stimulating and rewarding* as we can and to create an environment conducive to facilitating your learning experience. *However, we cannot perform my job alone.* We need your help. *Your job is to participate in this class with an open mind and with enthusiasm* because we 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 us.* We look forward to spending the next several weeks with you. We 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, we 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,

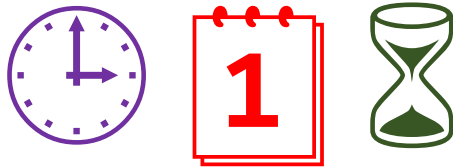
A handwritten signature in black ink that reads "Aikat". The signature is written in a cursive style with a large, sweeping initial "A".

Deb Aikat

For Team MEJO-101

P. S.: We 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.* We believe in a team effort and your ideas are as valuable as mine.

We view our 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, we are here to provide it. *Do not wait until it is too late.* If you face a problem, please communicate with us and we will work together to find a solution._____



~ **MEJO-101** Week-By-Week Schedule

- ❖ Go to the MEJO-101 Sakai coursespace to read the updated **course schedule**.
- ❖ Follow the updated schedule on MEJO-101 Sakai for important dates and deadlines.
- ❖ Our course schedule may change as the semester evolves **to create the best learning environment for you**.



◆ Fall 2020 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.

◆ Ask questions on Piazza: [MEJO 101 on Piazza](#) | [Piazza Q&A Platform](#) | [How to use piazza](#)

~ Course Schedule for Week# 1 through Week#17



★ Educate



★ Entertain



★ Enrich



★ Engage



★ Empower



★ Enlighten

~ Course Schedule for earlier weeks

► Week 1: Aug. 10 (Mon):

[Introduction to MeJo 101 \(ppt\)](#) + [MEJO 101 Syllabus for Fall 2020](#)

[Dr. Tuggle's slides \(ppt\)](#) + [Today's Poll Everywhere results](#) (see [Zoom recording](#))

Assignments this week:

Read the [MeJo 101 syllabus](#)

Sign up [here for your free Zoom account](#). Zoom is an easy-to-use, mobile-friendly, video and audio conferencing service.

All current UNC-Chapel Hill faculty, staff, and students are eligible for a Zoom Pro license. All Zoom accounts will be created with your onyen@email.unc.edu email address.



► Week 1: Aug. 12 (Wed.):

[Prof. Lee Meredith: Journalism Values/Principles and Our Fight for Survival \(ppt\)](#)

Announce: Research + Write A Mini-Essay by **4 p.m., Aug. 26 (Wed.)**. Post your mini-essay to **Sakai Assignments** by 4 p.m., Aug. 26. Cite your sources in APA citation style.

◆ **Read before class:**

Read: [Eight articles assigned for the essay project](#) (You don't have to read all of these by Wednesday, but you will have to read them all for the mini-essay project.)

Q & A on our [MeJo 101 class](#) (ppt). Mini-essay project instructions coming soon. Post your mini-essay to **[Sakai Assignments](#)** by **4 p.m., Aug. 31 (Mon.)**. [Cite your sources in APA citation style](#).

Read: [A quick recap of today's breaking news](#)

▶ **Week 2: Aug. 17 (Mon.):**

~~~[Prof. Andy Bechtel: \*Understanding news judgment\* \(ppt\)](#) [Andy tweet](#) + [News item](#)

**Complete before class:**

Read: [Who is Florida Man?](#) | Columbia Journalism Review

Read: [Journalism Essentials](#) by [Walter Dean](#) & [Tom Rosenstiel](#)

Read about 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 2: Aug. 19 (Wed.):**

Deb Aikat: [How the #MeToo story broke](#) - CBS Sunday Morning + Preview: [instructions for Media Concepts Take Home Exam](#) + Read [APA Citations Demystified](#) + [Take-home exam insights](#) (ppt)

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

◆ **Complete before class:**

Post your [Mini-Essay](#) by **4 p.m., Aug. 26 (Wed.)**. Post your mini-essay to **[Sakai Assignments](#)** by 4 p.m., **Aug. 26 (Wed.)**. [Cite your sources in APA citation style](#).

Read: [Key Moments in Journalism and Digital Media, 1906 to 2020](#)

▶ **Week 3: Aug. 24 (Mon.):**

[Prof. Susan Leath: \*Fault Lines: A Guide to Cultural Competency\* \(ppt\)](#) [Link](#)

◆ **Complete before class:**

Read: [Examining Fault Lines in a Time of Political Earthquakes](#) – Maynard Institute

**Complete before class:**

Read: [Nine articles assigned for the essay project](#)

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



► **Week 3: Aug. 26 (Wed.):**

Deb Aikat: [Exam details for Oct. 25 \(Wed.\) test](#) + [Grades & Exams](#) (ppt)

[Prof. Ryan Thornburg: Why Journalism?](#) (ppt)

Post your [Mini-Essay](#) by **4 p.m., Aug. 31 (Mon.)**. Post your mini-essay to [Sakai Assignments](#) by 4 p.m., Aug. 31. [Cite your sources in APA citation style](#) + [UNC Library's APA Citation tips](#)

◆ **Complete before class: Note from Prof. Thornburg:** I expect you to read the eight article as much as reference after class as before it.

The question I hope you will ask yourself while reading and watching these videos is: Taken as whole, how do these material lead you to answer the question "Why Journalism?"

View: [2017 MJ Commencement](#) speech by NYT's Nikole Hannah-Jones. (From about 8:30-26:30) This is the commencement speech that New York Times reporter Nikole Hannah-Jones gave to Media School graduates in 2017. Hannah-Jones received her MA from the Media School and is most recently in the news for leading The New York Times' "1619 Project" on the legacy of slavery in the United States.

View: [How Pulitzer prize-winner Emily Steel toppled Bill O'Reilly](#): Emily Steel studied journalism at UNC and is the most recent in our University's long line of reporters who have won print journalism's top prize for public service. She talks about her reporting on the Bill O'Reilly sexual assault payments.

Read: [Doctors & Sex Abuse: About the AJC's investigation of doctor misconduct](#): This award winning series from *The Atlanta Journal Constitution* was led by a UNC journalism graduate. At least 4 other UNC grads contributed to the project. Why and how did they do it? How many people were on the team and what kinds of jobs did they have?

Read: [Lessons from a book and a trial: The N&O will keep digging](#): The author of this important piece is a UNC graduate and now leads political investigations at The Washington Post. Here he reflects on the economic benefits and challenges facing investigative journalism, using a story about former UNC student body president Eve Carson as an example.

View: [Why Facts Don't Convince People \(and what you can do about it\)](#): The economics of advertising is one challenge to journalism's status quo. But so is technology and psychology.

Read: [WhereByUs - SeedInvest](#): WhereByUs is a national company building local news operations around the country. It is led by UNC '10 alumnus Chris Sopher, and this link shows the financial argument he makes for an investment in local media.

Read: [The Texas Tribune Strategic Plan](#): The Texas Tribune is a financially successful, non-profit news organization that is nationally recognized for its investigative and watchdog reporting. How does it survive? Membership is one answer, and UNC journalism grad Sarah Glen is leading that effort for The Tribune.

Read: [IRE Job Center](#) & [ONA Career Center](#): There are no jobs in journalism... except all these... but what are these employers looking for?

► **Week 4: Aug. 31 (Mon.):**

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

◆ **Complete before class:**

Read: [Broadcasters adapt to social distancing and the new realities of covering a pandemic - CNN](#)



► **Week 4: Sept. 2 (Wed.):**

[Ad Meter | USA TODAY](#) + [WashPo Ad text](#)

Lessons learned: **Wrap up of Journalism segment:** Open slot

Opening act: [Journalism as the first rough draft of history](#) (ppt)

► **Week 5: Sept. 7 (Mon.): Labor Day (Holiday (No class))**

► **Week 5: Sept. 9 (Wed.):**

[Dr. Lynn Owens: Coming Up Next?: The Future of TV News](#) (ppt)

Submit Media Concepts Take Home Exam [write answer in this Word document] (deadline: 11:50 p.m., Sept. 16, Sun.) + [APA Citations Demystified](#) + [Take-home exam insights](#) (ppt)

Read: [Brand, technology seen as key to future of TV news](#) - NewsLab

Read: [Beyond "Live at Five": What's Next for Local TV News?](#)

Read: [Local TV news and the new media landscape](#) - Knight Foundation



► **Week 6: Sept. 14 (Mon.):**

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

◆ **Complete before class:**

Read: [In the Age of Social Media, Expand the Reach of the First Amendment](#)

Read: [Fake News, the First Amendment and Failure in the Marketplace of Ideas](#) | Duke University Sanford School of Public Policy

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 6: Sept. 16 (Wed.):**

Opening act: Recap of [Fault Lines & Media Trust](#) (ppt)

Deb Aikat will lead *Power of Public Relations* panel with [Dr. Joseph Cabosky's What is Public Relations?](#) (ppt), [Prof. Val Fields,](#)

and [Dr. Suman Lee \(Power of Global PR \[ppt\]\)](#)

◆ **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](#)

◆ **Links for Take-Home Exams:**

▶ Read instructions for [Media Concepts Take Home Exam](#) + Read [APA Citations Demystified](#) + [Take-home exam insights \(ppt\)](#)

▶ Write your answers in this [Word document \(PDF file\)](#) and submit to [Sakai Assignments](#) (deadline: **11:50 p.m., Sept. 13, Sun.**)

◆ **Question 1** assignments for last names: Aarons to King ([2019 Predictions](#)) | Konrad to Roberson ([2018 Predictions](#)) | Rose to Xue ([2017 Predictions](#))

◆ [Follow this format for answering question 1 in the take-home exam](#)



▶ **Week 7: Sept. 21 (Mon.):**

Lee Meredith: [Crisis Management](#)

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

◆ **Complete before class:**

Read: [Three Characteristics of a Public Relations Campaign](#)

Read: [12 examples of effective PR campaigns \(and what you can learn from them\)](#)

▶ **Week 7: Sept. 23 (Wed.):**

Media Moment: [The Power of PR and the PESO model \(ppt\)](#)

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

◆ **Complete before class:**

*These readings cover* How important is “trust” in the reputation of a University?

Read: [Trust in the age of anticipation](#)

Read: [Building a brand in higher education, July 2007](#)

Read: [Five Strategies to building a great brand in higher education, March 2017](#)

▶ **Week 8: Sept. 28 (Mon.):**

**Lessons learned: Wrap up of Public Relations segment: Open slot**

◆ **Complete before class:**

Read: [When White Supremacists Overthrew an Elected Government](#) - The New York Times ([Archived PDF version](#))

Read: [Wilmington's Lie' Review: An American Tragedy - WSJ \(Archived PDF version\)](#)





► **Week 8: Sept. 30 (Wed.):**

Prof. John Sweeney: *The Core Concepts of Advertising* (ppt)

◆ **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. 25 \(Wed.\) test](#)

► **Week 9: Oct. 5 (Mon.):**

Dr. Joe Bob Hester: *Marketing in the Moment: Social Media Marketing in Real Time* (ppt)

◆ **Complete before class:**

Read: [What is Real-Time Marketing?](#)

Read: [7 Inspiring Examples of Real-Time Marketing in Action](#)

Read: [Exam insights and details for Oct. 25 \(Wed.\) test](#) + [March 4 MJ-101 PollEv Quiz](#) + [Exam 1 reading list \(we highlighted key readings for you to focus\)](#)

► **Week 9: Oct. 7 (Wed.):**

Lessons learned: **Wrap up of Journalism segment:** Open slot

Prof. Gary Kaye *The Branding of Me: How to Build and Protect Your Personal Brand*

Prof. Dana McMahan: *Branding and Fashion* (ppt)

◆ **Complete before class:**

Read: [The State of Fashion, 2020](#) (read only [pages 10 through 15 \(the executive summary and the Industry outlook\)](#))

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

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

Read: [Exam insights and details for Oct. 14 \(Wed.\) test](#) + [March 4 MJ-101 PollEv Quiz](#) + [Exam 1 reading list \(we highlighted key readings for you to focus\)](#).

► **Week 10: Oct. 12 (Mon.):**

Your questions answered: We will answer your questions about the MJ-101 exam and remote teaching

[Exam insights and details for Oct. 25 \(Wed.\) test](#) + [Exam 1 reading list \(we highlighted key readings for you to focus\)](#) + [27-question practice exam](#) + [10 question MJ-101 PollEv Quiz \(March 4\)](#)

► **Week 10: Oct. 14 (Wed.):**

**MJ-101 (Closed book) Test # 1**

[Exam insights and details for Oct. 14 \(Wed.\) test](#) + [Exam 1 reading list \(we highlighted key readings for you to focus\)](#) + [27-question practice exam](#) + [10 question MJ-101 PollEv Quiz \(March 4\)](#)

◆ **Complete before class:**

Read: [Exam insights and details for Oct. 14 \(Wed.\) test](#) + [Exam 1 reading list \(we highlighted key readings for you to focus\)](#) + [27-question practice exam](#) + [10 question MJ-101 PollEv Quiz \(March 4\)](#)



► **Week 11: Oct. 19 (Mon.):**

Deb Aikat: Opening Act: *Analysis of Scores in Mid-term Test#1*

Lessons learned in our MEJO 101 class: [A Mid-semester Wrap up](#) Open slot

◆ **Complete before class:**

Complete MJ-101 Mid-semester feedback by 10 p.m. Oct. 21 (Wed.)

► **Week 11: Oct. 21 (Wed.):**

[Dr. Charlie Tuggle: NBC's Evolving Coverage](#) (ppt) + [Believe It, Do It, Earn It](#) documentary (read about [Believe it, do it, earn it.](#))  
[Be prepared to discuss three questions on sports media in our Nov. 20 \(Mon.\) class.](#)

If you are interested, see also [Trailer](#) for "[With Each Other, For Each Other](#)" documentary, honoring the 2018 National Champion [UNC Field Hockey](#) team

◆ **Complete before class:**

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

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



► **Week 12: Oct. 26 (Mon.):**

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

◆ **Complete before class:**

Read: [Broadcasters adapt to social distancing and the new realities of covering a pandemic](#) - CNN

Earn 5 points: [Complete MJ-101 mid-semester feedback by 11 p.m. Nov. 8 \(Wed.\)](#)

► **Week 13: Oct. 28 (Wed.):**

Prof. Jed Simmons: *Digital Media and Entertainment Innovation, Entrepreneurship & Disruption*  
Be prepared for small group discussion at the beginning of our class.

◆ **Complete before class:**

Pandemic update: No readings. **Be Prepared to Discuss Three Questions in Our Nov. 1 (Wed.) class**

Earn 5 points: Complete MJ-101 mid-semester feedback by 11 p.m. Nov. 8 (Wed.)

▶ **Week 13: Nov. 2 (Mon.):**

**Lessons learned: Wrap up of Critical Thinking segment:**

Dr. Rhonda Gibson: *Understanding of polling in the media* (ppt)

Be prepared for small group discussion at the beginning of our class.

◆ **Complete before class:**

Read MJ 101 Final Exam details

Read: Four Problems With 2016 Trump Polling That Could Play Out Again in 2020 | The New York Times

Read: 10 Things You Ought to Know About Polls

Read: How trustworthy are the polls, more than a year after the 2016 election? | PolitiFact



▶ **Week 13: Nov. 4 (Wed.):**

Prof. Steven King: *Creating immersive storytelling experiences: Leveraging VR, AR and Ai to engage audiences*

(see Zoom recording)

Earn 5 points: Complete MJ-101 mid-semester feedback by 11 p.m. Nov. 8 (Wed.)

Read MJ 101 Final Exam details

UNC Dean of Students + Office of Student Affairs

◆ **Complete before class:**

Read: ConsumerLab report on Merged reality (VR/AR)

Earn 5 points: Complete MJ-101 mid-semester feedback by 11 p.m. Nov. 8 (Wed.)

▶ **Week 14: Nov. 9 (Mon.):**

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

(see Zoom recording)

Prof. Spencer Ryan Barnes: *The power of graphic design, information design, and 3D animation and VFX for visual explanations*

(ppt)

(see Zoom recording)

◆ **Complete before class:**

◆ Readings recommended by Professor Ruel:

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

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

◆ Readings recommended by Professor Barnes:

[Translating Disney's 2D Animated Features into Live-Action](#)

[The New York Times All The News That's Fit To Post](#)

[The Lion King: VFX Breakdown by MPC](#)

[Spider-Man – from from home: FX Breakdown by Luma Pictures](#)



► **Week 14: Nov. 11 (Wed.):**

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

(see [Zoom recording](#))

Please confirm: "I completed end-semester evaluations"

◆ **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.](#)

Please confirm: "I completed end-semester evaluations"

Deb Aikat: Read and review all highlighted items to study for the MJ 101 Final Exam

► **Week 15: Nov. 16 (Mon.): Final exam on the last day of class**

Final exam at **6:30 p.m., Nov. 16 (Mon.)**

The final exam is a cumulative closed book. You'll have 60 minutes to answer 50 multiple-choice questions.

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

◆ **Resources to help you ace the MJ 101 Final Exam:**

The MJ-101 final exam (6:30 p.m., Nov. 16) will be a cumulative closed book test.

You'll have 60 minutes to answer 50 multiple-choice questions, each worth 3 points.

1. [Read MJ 101 Final Exam details](#)

2. [Read and review all highlighted items to ace the MJ 101 Final Exam](#)

3. 93 practice questions to help you ace the final exam: [46-question practice test \(Weeks 2 through 16\)](#) + [10-question mock test from our Nov. 15 class](#) + [27-question practice exam \(Weeks 2 through 8\)](#) + [10 question MJ-101 PollEv Quiz \(March 4\)](#)

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

◆ **Complete before class:**

Please confirm: "I completed end-semester evaluations"

**Course evaluation details:**

\*\*\* Nov. 5, Thurs.: Email invitation to evaluate this course.

\*\*\* Nov. 16, Mon.: Complete evaluations (*course evaluation site closes Nov. 17 (Tue)*)

\*\*\* Classes End: Tue, Nov. 17, 2020

► **Week 15: Nov. 18 (Wed.): 7 p.m., Nov. 18, Wed.** (Final exam time slot)

[Career advice](#) (ppt) from [Jay Eubank](#) and [Jenn Sipe](#)

A celebration of MEJO 101, time and date [according to the UNC final exam schedule](#).

[Prof. Meredith Lee: MEJO 101: The media revolution: Top ten takeaways \(Whatever you do, don't forget these.\)](#) (ppt)

~ [Final exam schedule for Fall 2020](#)

~ Reading Day#1: *None this semester*

~ First day of Exams: Nov. 18, 2020 (Wed.)

~ Reading Day#2: *None this semester*

◆ **Week 16: Nov. 23:**

~ Last day of Exams: Nov. 24, 2020 (Tue.)

~ Thanksgiving Day: Nov. 26, 2020 (Thurs.)

~ Fall Commencement: To be determined

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◆ **End of course calendar**

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