



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Spring 2021 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.



Spring 2021 Course Schedule

The MEJO-101 class will meet from 4:40 p.m. to 5:55 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 MEJO-101 students to attend each synchronous Zoom session at the scheduled class time.

We also have developed asynchronous resources (such as Sakai, Zoom recordings) to support the synchronous Zoom sessions and students with special needs. Read page 5 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 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.
- ❖ **Examine** the impact of the media on major sectors of society (business, law, health care, government, gender, media, education, etc.).

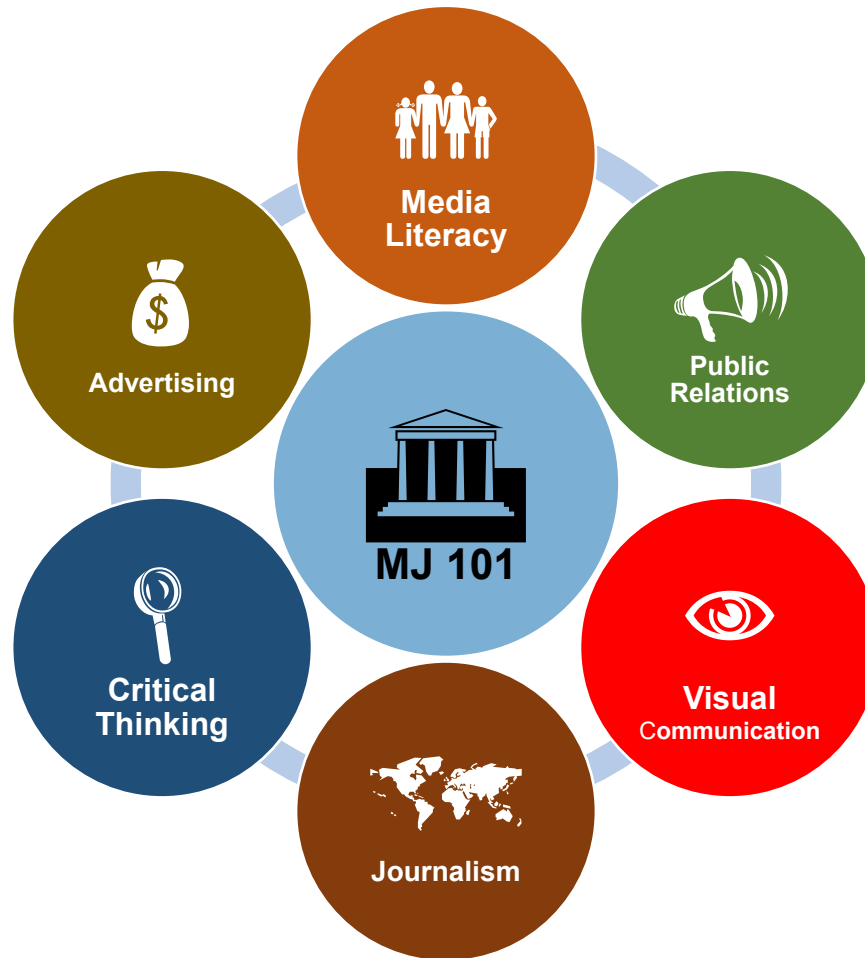


Course Overview

- ❖ With more than 140 students, MEJO-101 is our School's largest 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



- ◎ **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.



☞ Course Instructors: Team MEJO-101 ☞



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Teaching Assistants



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Spring 2021 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

- ➔ 3:30 to 4:30 p.m., Monday and Wednesday or by appointment.
- ➔ 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 talk with me.

Dr. Tom Linden

- ➔ 11 a.m. – 12 p.m., Wednesday, or by appointment
- ➔ Email Tom Linden (linden@unc.edu) to schedule a time that's more convenient for you.



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 that prohibits lying, cheating or stealing when these actions involve academic processes or University students or academic personnel acting in an official capacity."

The Learning Center: The UNC Learning Center is a great resource both for students who are struggling in their courses and for those who want to be proactive and develop sound study practices to prevent falling behind. They offer individual consultations, peer tutoring, academic coaching, test prep programming, study skills workshops and peer study groups. If you think you might benefit from their services, please visit them in SASB North or visit their website to set up an appointment: <http://learningcenter.unc.edu>.

The Writing Center: The Writing Center is located in the Student and Academic Services Building and offers personalized writing consultations as well as a variety of other resources. This could be a wonderful resource to help with your writing assignments in this course (and any assignments in your other courses). You do not need a complete draft of your assignment to visit; they can help you at any stage! You can chat with someone in the writing center or set up an appointment on their website: <http://writingcenter.unc.edu>.

Resources for Success in Writing: UNC has a Writing Center that provides one-on-one assistance to students free of charge. To make an appointment, browse the Writing Center's online resources, or submit a draft online. They have additional useful information, such as handouts on how to cite online.



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."*

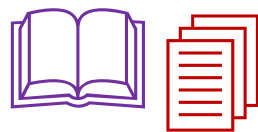
The MEJO 101 attendance policy conforms to the UNC-Chapel Hill's attendance, grading and examination policies and procedures, as documented in the [Academic Catalog](#) (click link to read [the policy](#)).



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 your 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.

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.



MEJO 101 fortnight quizzes

In lieu of taking attendance, in lieu of taking attendance, we will ask you to complete a fortnight quiz in Sakai. The fortnight quizzes will cover topics from the preceding two weeks. Here are more details:

- ▶ We will share our Fortnight quiz# 1 on Jan. 29 (Friday). It will be due 11:59 p.m., Jan. 31 (Sunday).
- ▶ Over the Spring 2021 semester, we hope to share 7 fortnight quizzes, together worth 80 points (out of total 550 for our MEJO 101 course).
- ▶ The first fortnight quiz will be worth 8 points, six other quizzes will be worth 12 points, amounting to total 80 points. Here is how we will calculate the points: 1 quiz x 8 points + 6 quizzes x 12 points = 80 points)
- ▶ The fortnight quizzes will cover topics from the preceding two weeks. For instance, fortnight quiz# 1 will be available by 12:15 p.m., Jan. 29 (Friday), you must complete the quiz by 11:59 p.m., Jan. 31 (Sunday). We will follow this schedule every other week.
- ▶ Students who fail to submit a fortnight quiz by the deadline will lose all points assigned for that quiz. No excuses. No exceptions. In other words, there is NO make-up policy, whatever the reason, for missing the deadline for fortnight quizzes.

These quizzes will be short, consisting of six to 12 questions. They will be easy to complete if you have attended prior classes or reviewed the material from those classes.



Grading

Your course grade (550 points) will be computed as follows:

MEJO-101 projects and assignments add up to 550 points, as detailed below:

- **100 points: Mini-essay** (due in third 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** (May 5, last day of class)
- **80 points: Quizzes** (you must attend class to do well!)
- **20 points: Course activities:** (*includes 5+5 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 are rounded to 67.

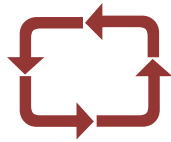
Rule #2: Round down decimals of .1, .2, .3, or .4 to the previous integer. For instance, 66.1, 66.2, 66.3, or 66.4 are rounded to 66.

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 respective deadlines. Late submissions will be penalized for each day that they are late. If the assignment is 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 to **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 our 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. That committee would then 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 more than 140 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.



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.



Accessibility Resources

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.



Counseling and Psychological Services

Carolina's Counseling and Psychological Services (CAPS) is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.



Title IX Resources

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – Adrienne.allison@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.



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.



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 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](#).



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

THE UNIVERSITY
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January 19, 2021

Dear Students in MEJO-101 Spring 2021:

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 May, 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 our 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."*

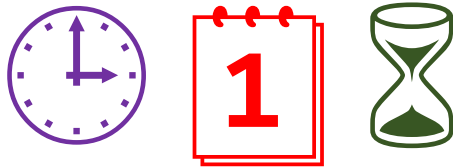
Here's wishing you a productive Spring 2021 semester!

Cordially,

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 ours.

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 course space 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**.