



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Fall 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.



## Fall 2021 Course Schedule

The MEJO-101 class will meet, in a Zoom session, from 5 p.m. to 6:15 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 is 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, education, etc.).

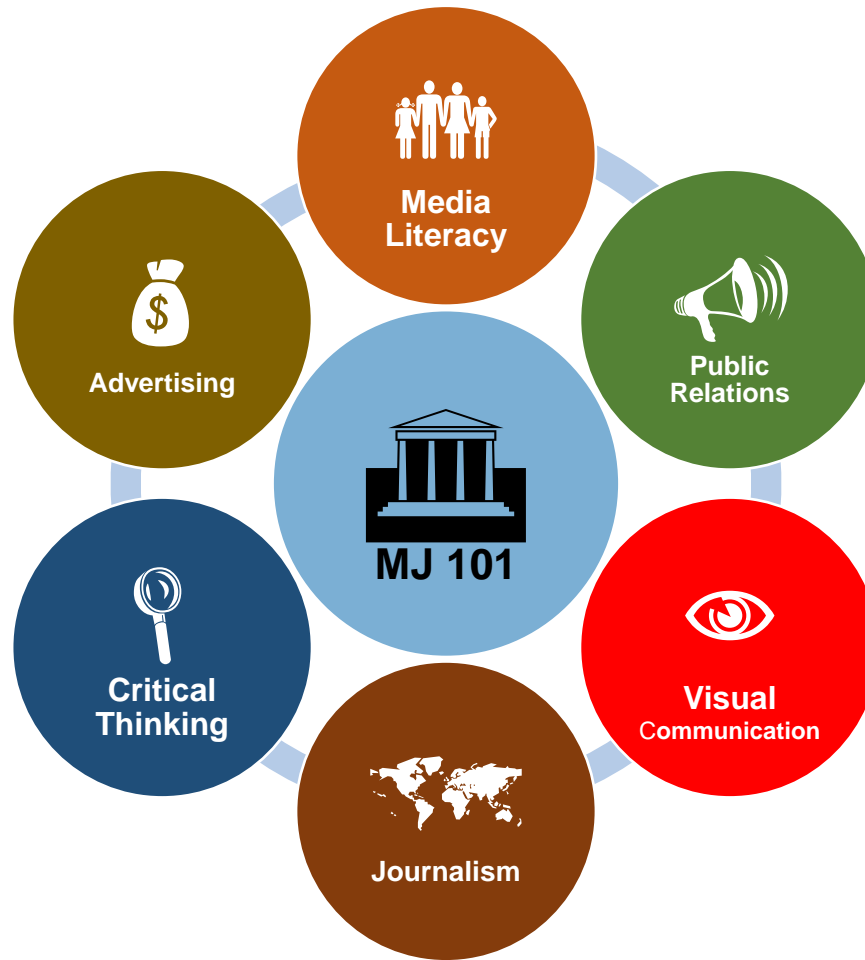


## Course Overview

- ❖ 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 ✂



### ★ **Deb Aikat, Ph. D.**

*Associate Professor*

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Chapel Hill, NC 27599-3365.

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## Our Teaching Assistants



### ★ **Matt Gannon**

*Park Fellow & M.A. student*

UNC Hussman School of Journalism and Media

Email: [mgannon@email.unc.edu](mailto:mgannon@email.unc.edu)



## Fall 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

- ➔ 9:15 a.m. to 10:15 a.m., Monday and Wednesday or by appointment.
- ➔ Email Deb Aikat ([da@unc.edu](mailto:da@unc.edu)) to schedule a time that's convenient for 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.



## 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 as 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 are also 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, we will ask you to complete a fortnight quiz in Sakai. The fortnight quizzes will cover lecture content (*such as lecture slides and what speakers said*), class discussions, and assigned readings from the preceding two weeks. Here are more details:

- ▶ We will share our Fortnight quiz# 1 on Aug. 27 (Friday). It will be due at 11:59 p.m., Aug. 29 (Sunday).
- ▶ Over the Fall 2021 semester, we hope to share 7 fortnight quizzes, together worth 80 points (out of total 500 for our MEJO 101 course).
- ▶ The first fortnight quiz will be worth 8 points, the six following quizzes will be worth 12 points, amounting to a total of 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 lecture content (*such as lecture slides and what speakers said*), class discussions, and assigned readings from the preceding two weeks. For instance, fortnight quiz# 1 will be available by 12:15 p.m., Aug. 27 (Friday), you must complete the quiz by 11:59 p.m., Aug. 29 (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 lecture content (*such as lecture slides and what speakers said*), class discussions, and assigned readings from those class sessions.



## 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: Timed take-home exam** on “Core Concepts in Media and Journalism” (*You’ll have 10 days to work on this test, by Sept. 12, Sun.*)
- ➔ **100 points: Mid-term exam** (Oct. 8, Mon.) in-class, closed book
- ➔ **150 points: Cumulative closed book final exam** (Dec. 1, Wed.), *last day of class.*
- ➔ **80 points: Fortnight quizzes** (every other week, *you must attend class to do well!*)
- ➔ **50 points: Course activities** (to be decided)
- ➔ **20 points: Course activities:** (*includes 10+10 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

**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 to 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](mailto: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](mailto:Adrienne.allison@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://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  
of NORTH CAROLINA  
at CHAPEL HILL

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August 18, 2021

**Dear Students in MEJO-101 Fall 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 December, 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 Fall 2021 semester!

Cordially,

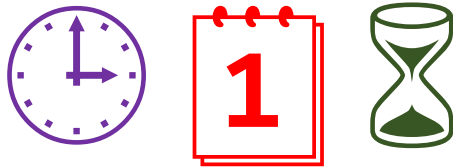
A handwritten signature in black ink that reads "Aikat".

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**.

## Week-by-week

### ♦ Fall 2021 Week-by-Week ♦



### MEJO 101 The Media Revolution: From Gutenberg to Zuckerberg and Beyond

Click on this easy link <https://unc.zoom.us/j/95772036106?pwd=TUUyYnNoajJqeHoxSEF1dWJnK0JEQT09>

Zoom session ID: 957 7203 6106 | Passcode: mj101 | You will need the passcode to get into the MEJO 101 session.

### Quick updates:



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

### ► Schedule for Current Weeks of MJ 101 Week-by-Week

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



### ► Week 1: Aug. 18 (Wed.):

► [Introduction to MEJO 101](#) + [MEJO 101 Syllabus for Fall 2021](#) + [Dr. Tuggle's slides](#) + [Icebreaker graphic](#)

MEJO 101 team members: [Mr. Matt Gannon](#) and [Dr. Deb Aikat](#) (DJ: [Charlie Puth Attention](#) + [Earth, Wind & Fire - September](#))

### Assignments this week:

Read the [MEJO 101 Syllabus for Fall 2021](#)

► **Week 2: Aug. 23 (Mon.):**

► [Prof. Lee Meredith: Journalism Values/Principles and Our Fight for Survival](#) (Δ Go to Panopto for a video recording)

◆ **Read before class:**

Read: [Local journalism is on its knees – endangering democracy. Who will save it?](#) by Adam Gabbatt in *The Guardian*

Read: [Society of Professional Journalists code of ethics](#)

Read: [NPR's standards of our journalism](#).



► **Week 2: Aug. 25 (Wed.):**

Opening act: [Key points: Journalism Values](#)

► [Prof. Andy Bechtel: Understanding news judgment](#) (Δ Go to Panopto for a video recording) + [Andy tweet](#) + [News item](#)

**Complete before class:**

Read: [If reporters focus on clicks, they won't focus on news](#) by Chris Trejbal in *The Seattle Times*

Read: [How I learned that Joe Biden had won the presidency](#) by Andy Bechtel in *The Editor's Desk*

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.

◆ **Complete** [Fortnight Quiz#1 \(Aug. 27-29, 2021\)](#). **worth 8 points**

► **Week 3: Aug. 30 (Mon.):**

Opening act: [Fortnight Quiz #1 Results \(pdf\)](#)

► [Prof. Richard Griffiths: What I believe and how I got here. What keeps me up at night \(ppt slides\)](#) (Δ Go to Panopto for a video recording)

◆ **Complete before class:**

[What I Learned from the Nonprofit News Revolution](#) by Richard J. Tofel in *Columbia Journalism Review*

[Write digital headlines both readers and Google will love](#) by Holly J. Morris (NPR Training)



► **Week 3: Sept. 1 (Wed.):**

Opening act: Writing news headlines: [Display and Search Engine Optimization \(SEO\) Headlines](#) & [Headline one-sheet](#) + [Revisiting Gutenberg & Zuckerberg](#) (ppt)

► **Dr. Deb Aikat:** MEJO 101 Town Hall [Take Home Exam insights](#) ([Deb's lecture slides](#)) (Δ Go to Panopto for a video recording)

♦ **Complete before class:**

- ♦ [Instructions for Media Concepts Take Home Exam](#) (deadline: 11:50 p.m., Sept. 19, Sun.)
- ♦ [Write & submit answers in this Word document](#) (PDF file)
- ♦ Read [APA 7 citation style guide for citing source](#) + [Take Home Exam insights](#) ([Deb's lecture slides](#))

► **Week 4: Sept. 6 (Mon.): No Class Labor Day**

During this holiday weekend, make it a priority to relax.

Read: [UNC-Chapel Hill's Identifying plagiarism guide](#) + Take the [Plagiarism Quiz](#)

View: [Netflix's 2021 docudrama, The Social Dilemma](#) (01:33:41) available free until Sept. 30, 2021.



► **Week 4: Sept. 8 (Wed.):** ♦ Lessons learned: Wrap up of Journalism segment:

Opening act: [See what life under Taliban rule looks like outside of Kabul](#): CNN report

► NBC Investigative Reporter, [Mr. Stephen Stock: Power of Broadcast News](#) (Δ Go to Panopto for a video recording)

♦ **Complete before class:**

Read: [Breaking News: Seymour Hersh and the ambiguities of investigative reporting.](#)

- ♦ **Take Home Exam links:** Attend help sessions, Sept. 8 to 16), to be announced.

♦ **Readings recommended by Stephen Stock:**

*All the President's Men*, by Carl Bernstein and Bob Woodward

*The New Muckrakers*, by Leonard Downie Jr.

*Reporter*, by Seymour M Hersh

*The Country's Collapsing and the Ratings are Great*, by Charlie LeDuff

[Wires and lights in a box speech](#), [Edward R. Murrow](#)

[Online News Association keynote speech](#), [Tom Curley](#) (Associated Press)

- ♦ **Complete** Fortnight Quiz#2 (Sept. 10-12, 2021) **worth 12 point**

► **Week 5: Sept. 13 (Mon.)**

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

♦ **Complete before class:**

Read: [The coronavirus pandemic is accelerating local news trends, for bad and good](#)

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



► **Week 5: Sept. 15 (Wed.):**

► Dean Susan King: [Journalism 2.0](#) (ppt) + [A Shared Purpose at the UNC School of Media and Journalism](#) + [Alumnus Walter Hussman Jr. and his family make historic gift to Carolina International Day of Democracy - September 15th](#)

**Complete before class:**

[Reuters Study Summer 2021 "Trust in Media"](#)

[Pulitzer for Citizen Journalist in George Floyd Case. "Gatekeepers and Citizen Journalists"](#)

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

► **Week 6: Sept. 20 (Mon.):**

(△ Go to Panopto for a video recording)

► Dr. Tom Linden: [COVID-19: How We Got Here and Where We're Going](#)

Media moment: [An emotional Brooke Baldwin announces she's leaving CNN](#) (Feb. 16, 2021)

♦ **Complete before class:**

Read: [Opinion: The Pandemic, From the Virus's Point of View](#) by David Quammen, *New York Times* (Sept. 19, 2020)

Read: [The 3 Simple Rules That Underscore the Danger of Delta](#) by Ed Yong, *The Atlantic*, (July 1, 2021)



▶ **Week 6: Sept. 22 (Wed.):**

▶ “Power of Journalism” panel: [Ms. Rhema Bland](#), [Ms. Erica Perel](#), [Mr. Sharif Durhams](#) and [Mr. Barry Yeoman](#) (△ Go to Panopto for a video recording)

♦ Media moment: [Bigger Picture \(2021 Budweiser Super Bowl Commercial\)](#), [Aug. 30, 2021](#), [SNL Cold Open What Still Works](#), [Baby Delivered in 2021 Snow Storm Outside Hospital](#) + [Washington Post Executive Editor Marty Baron on Retiring](#), [Objectivity and the State of Journalism](#) WBUR Here & Now

**Also, please view these important links about media coverage of recent events:**

▶ Media moment: [Carolina Football coach Mack Brown's video about racial injustice and Black lives matter](#) (Aug. 29, 2020) + [Second-By-Second Breakdown of the Deadly Kenosha, Wis., Shooting By Teen](#) | NBC News NOW (Aug. 25, 2020) [This video contains scenes of graphic violence] + [How George Floyd Was Killed in Police Custody](#) | *New York Times Visual Investigations* (May 25, 2020) [This video contains scenes of graphic violence]

♦ **Complete** [Fortnight Quiz#3 \(Sept. 24-26, 2021\)](#) **worth 12 points**

▶ **Week 7: Sept. 27 (Mon.):**

▶ [Dr. Charlie Tuggle](#) will lead an engaging discussion on Netflix's 2020 docudrama [The Social Dilemma](#) + [Read Deb Aikat's slides on The Social Media Dilemma](#)  
[Be prepared to discuss these questions on the ethical implications of social media in our Sept. 27 \(Mon.\) class.](#)

♦ **Complete before class:**

♦ [Earn 5 participation points by completing MEJO 101 Mid-semester feedback by 10 p.m., Nov. 3 \(Sat.\)](#) or Complete "Mid-Semester Feedback" in [Tests & Quizzes](#)

Read: [Facebook's rebuke: What "The Social Dilemma" Gets Wrong](#)

Read: ["The most hair-raising quotes from Netflix doco The Social Dilemma"](#)

Read: [What Netflix's The Social Dilemma gets wrong about Big Tech](#) by Jackson Weaver, CBC News

Read: [Unplug and Run](#) by Devika Girish (*The New York Times* review of 'The Social Dilemma')

Browse: [Social Dilemma website](#)

▶ **Week 7: Sept. 29 (Wed.):**

▶ [Dr. Lois Boynton](#): [The Core Concepts of Public Relations](#) + [\[Information to guide your meme building\]](#) ([Word version](#))

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

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

▶ **Week 8: Oct. 4 (Mon.):**

▶ [Dr. Deb Aikat](#) will lead *Power of Public Relations* panel with [Prof. Julie Dixon](#) (slides), [Prof. Livis Freeman](#) (video), [Ms. Kelly Williamson](#) and [Dr. Eva Zhao](#) (slides).

[2021 Banned Books Week](#) (Sept. 26 - Oct. 2, 2021) + [Top 10 Most Challenged Books of 2020](#)

♦ **Complete before class:**

Read: [What is Public Relations?](#)

Read: [What Is Public Relations? PR Functions, Types, & Examples](#)

Read: [What Are the Different Types of Public Relations Jobs?](#)

Read: [Grades & Exams](#)

Lessons learned: Wrap up of Public Relations segment:



► **Week 8: Oct. 6 (Wed.):**

► [Ms. Barb Lee](#), Barry Saunders Visiting Professional: [I'm Not Racist... Am I?](#) by [Point Made Learning](#)

► Deb Aikat: [Grades & Exams](#)

♦ **Complete before class:**

Read: [How Kodak's Shirley Cards Set Photography's Skin-Tone Standard](#) by Mandalit del Barco

Read: [A New Media Literacy: Using Film Theory for a Pedagogy That Makes Skills Courses More Inclusive, Representative, and Critically Media Literate](#) by Alexis Romero Walker

♦ [Earn 5 participation points by completing MEJO 101 Mid-semester feedback by 10 p.m., Nov. 3 \(Sat.\)](#) (go to [Tests & Quizzes](#))

♦ Complete [Fortnight Quiz#4 \(Oct. 8-10, 2021\)](#) worth 12 points



► **Week 9: Oct. 11 (Mon.):**

► [Dr. Berkley Hudson](#): [Separate and Sometimes Equal: O.N. Pruitt's Possum Town Photographs of Mississippi Trouble & Resilience](#)

► [Dr. Hudson's prologue](#) + [presentation slides](#) + [Mr. Pruitt's Possum Town Trailer](#) (4:46)

♦ **Complete before class:**

♦ **Mid-semester evaluation:** [Earn 5 participation points by completing MEJO 101 Mid-semester feedback by 10 p.m., Nov. 3 \(Sat.\)](#) (go to [Tests & Quizzes](#))

♦ [O. N. Pruitt's Possum Town: The 'Modest Aspiration and Small Renown' of a Mississippi Photographer, 1915–1960](#) by Berkley Hudson  
[World Mental Health Day \(Oct. 10\)](#)

♦ **Complete before class:**

♦ **Tips to ace Exam #1 on Oct. 18:** [Exam 1 reading list \(we highlighted key readings for you to focus\)](#) + [Practice midterm exam](#) + [Grades & exams for MJ101](#)

Read: [Does Journalism Have a Future?](#) | The New Yorker

Read: [Is Google Becoming the Real Journalist's Friend?](#) — Anthony Moor

Optional reading: [The Urgent Quest for Slower, Better News](#) | The New Yorker

Optional reading: [Be a Great Product Leader](#) | Psychohistory

Optional reading: [A Revolution for Journalism — or a Death Knell?](#) - The New York Times

► **Week 9: Oct. 13 (Wed.):**

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

♦ **Complete before class:**

♦ Tips to ace Exam #1 on Oct. 18: [Exam 1 \(Mar. 24\) reading list \(we highlighted key readings for you to focus\)](#) + Take the [\\*Practice\\* Exam 1 \(before 24, 3:00 pm\)\\*](#) + [Grades & exams for MJ101](#)

► **Week 10: Oct. 18 (Mon.):**

► MEJO 101 (Closed book) Exam # 1

♦ Tips to ace Exam #1 on Oct. 18: [Exam 1 reading list \(we highlighted key readings for you to focus\)](#) + Take the [\\*Practice\\* Exam 1 \(before 24, 3:00 pm\)\\*](#) + [Grades & exams for MJ101](#)

► **Week 10: Oct. 20 (Wed.):**

MEJO 101 Town Hall

► **Week 10: Fall Break, Oct. 21 (Thurs.) through Oct. 22 (Fri.)**





► **Week 11: Oct. 25 (Mon.):** Deb Aikat: Opening Act: *Analysis of Scores in Mid-term Test#1*

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

Lessons learned: Wrap up of Advertising segment

[Digital Citizenship Week](#) (October 18–22, 2021) + [2020 video](#)

♦ **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

Lessons learned in our MEJO 101 class: A Mid-semester Wrap up

► **Week 11: Oct. 27 (Wed.):**

► **Mr. Richard Griffiths:** *Big Scoops, Big Mistakes... and a little career advice* (ppt)

View these documents: [Floyd Abrams' report on CNN broadcast Operation Tailwind \(July 2, 1998\)](#) + [Dan Rather 60 Minutes report on George Bush \(2005\)](#)

♦ **Complete before class:**

Read: [New York Times Says 'Caliphate' Podcast Fell Short of Standards](#) - *The New York Times*

Read: [New York Times hands back Peabody Award, is stripped of other honour over failure to verify Caliphate podcast claims](#) - ABC News

Read: [Opinion | Foreign staffers at the New York Times are still angry over the Rukmini Callimachi fiasco](#) - *The Washington Post*

♦ Complete [Fortnight Quiz#5 \(Oct. 29-31, 2021\)](#), worth 12 points, (to work around fall break)

► **Week 12: Nov. 1 (Mon.):**

► **Dr. Deb Aikat:** *The people have spoken: Analyses of media roles in the election coverage (Election day, Nov. 2 Tues.)*



► **Week 12: Nov. 3 (Wed.):**

► **Dr. Deb Aikat:** [In media trust we trust. Or, do we?](#) or ► MEJO 101 Town Hall

♦ **Complete before class:**

[Read MJ 101 Final Exam details](#)

Read: [Impartiality Is the Source of a Newspaper's Credibility](#) (Walter Hussman's WSJ op-ed)

Read: [Hussman's Statement of Core Values \(graphic version\)](#)





► **Week 13: Nov. 8 (Mon.)**

► Prof. Jed Simmons: *Digital Media and Entertainment Innovation, Entrepreneurship & Disruption*

♦ Be prepared for small group discussion at the beginning of our Nov. 14 class.

♦ **Complete before class:**

No readings. ♦ Be prepared for small group discussion at the beginning of Nov. 10 our class.

♦ **Complete** Fortnight Quiz#6 (Nov. 12-14, 2021) **worth 12 points**

► **Week 13: Nov. 10 (Wed.):**

► Mr. Erik Brooks: *Political polarization and media trust*

► Dr. Deen Freelon: *Differences in online activism between the ideological left and right*

♦ **Complete before class:**

Read: False equivalencies: Online activism from left to right by Deen Freelon, Alice Marwick, and Daniel Kreiss

Read: Negative political ads and their effect on voters: Updated collection of research by Denise-Marie Ordway and John Wihbey in Journalist's Resource

Read: Americans are too worried about political misinformation by Daniel Kreiss and Shannon McGregor in Slate.



► **Week 14: Nov. 15 (Mon.):**

► Dr. Shannon C. McGregor: *Political communication in the social media age*

♦ **Complete before class:**

Read: "Twitter Made us Better" by Sarah Jackson, *The New York Times*:



► **Week 14: Nov. 17 (Wed.):**

► **Prof. Spencer Ryan Barnes:** [\*The power of graphic design, information design, and 3D animation and VFX for visual explanations\*](#)

♦ **Complete before class:**

Prof. Barnes has recommended no readings to help you focus on his lecture.

♦ **Tips to ace Final Exam on Dec. 1:** [Final Exam \(Dec. 1\) reading list \(we highlighted key readings for you to focus\)](#) + [Grades & exams for MJ101](#)



► **Week 15: Nov. 22 (Mon.):**

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

► **Earn 10 points:** [Evaluate MEJO-101](#) & Earn 10 points by confirming (before by 11:30 p.m., Dec. 1): "[I completed end-semester evaluations](#)" or respond to [MEJO-101-End Semester Evaluation](#) in [Test & Quizzes](#)

♦ **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 15: Thanksgiving holiday, Nov. 24 (Wed) through Nov. 28 (Sun.)**

► **Week 16: Nov. 29 (Mon.):**

Lessons Learned in MEJO 101: Top 15 takeaways (Whatever you do, don't forget these!)

[LESSONS LEARNED IN MEJO 101: TOP 10 TAKEAWAYS](#) (whatever you do, don't forget these.)

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

[Click here to download [Power Point slides with video](#) (395 MB)]

♦ Complete [Fortnight Quiz#7](#) (Nov. 25-29, 2021) worth 12 points (Monday deadline for Thanksgiving break)

♦ **Complete before class:**

Read: [Toward a deeper understanding of political polarization in the United States](#) [Erik recommends that you read [pages 2-9, which cover the introduction and basic concepts](#). If you are so inclined, read all 47 pages. However, it is your prerogative.]

Read: [Consumer Lab report on Merged reality \(VR/AR\)](#)

► Earn 10 points: [Evaluate MEJO-101](#) & Earn 10 points by confirming (before by 11:30 p.m., Dec. 1): "[I completed end-semester evaluations](#)" or respond to [MEJO-101-End Semester Evaluation](#) in [Test & Quizzes](#)

► **Week 16: Dec. 1 (Wed.): Last day of class: MEJO 101 Final exam**

♦ **Complete before class:**

♦ **Tips to ace Final Exam on Dec. 1 (Wed.):** [Final Exam \(Dec. 1\) reading list \(we highlighted key readings for you to focus\)](#) + [Grades & exams for MJ101](#)

► Earn 10 points: [Evaluate MEJO-101](#) & Earn 10 points by confirming (before by 11:30 p.m., Dec. 1): "[I completed end-semester evaluations](#)" or respond to [MEJO-101-End Semester Evaluation](#) in [Test & Quizzes](#)

► **Week 16: May. 5 (Wed.): Final exam on the last day of class**

► Final exam at 5 p.m., Dec. 1 (Wed.)

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

► Evaluate MEJO 101 & Earn 5 points confirming (before by Dec. 1): "I completed end-semester evaluations" or respond to [MEJO 101-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

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

♦ **Tips to ace Final Exam on Dec. 1:** [Final Exam \(Dec. 1\) reading list \(we highlighted key readings for you to focus\)](#) + [Grades & exams for MJ101](#)

The MEJO 101 final exam (4:40 p.m., Dec. 1) will be a cumulative closed book test.

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

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

♦ **Complete before class:**

► Earn 10 points: [Evaluate MEJO-101](#) & Earn 10 points by confirming (before by 11:30 p.m., Dec. 1): "[I completed end-semester evaluations](#)" or respond to [MEJO-101-End Semester Evaluation](#) in [Test & Quizzes](#)

[Course evaluation details:](#)

\*\*\* Nov. 22, Thurs.: [We invite you to evaluate this course](#). (Week 14)

\*\*\* Dec. 1, Wed.: [Deadline to complete evaluations](#) (course evaluation site closes Dec. 1, 2021 (Wed.), last day of classes.

\*\*\* Classes End: Wed., Dec. 1, 2021

► **Week 16: 7 p.m., Dec. 3 (Fri.):**

► [Jay Eubank](#) and [Jenn Sipe](#): [Career advice](#) & A celebration of MEJO 101, 7 p.m., to 8 p.m., Dec. 3 (Fri.) ([according to the UNC Fall 2021 final exam schedule](#))

[Human Rights Day](#) (Dec. 10th)

Attendance expectation: *Like all MEJO 101 class sessions, we expect you to attend this session..*

*However, like all MEJO 101 class sessions, you may choose to miss this session to attend other matters more important to you.*

~ [Final exam schedule for Fall 2021](#)

~ Reading Day#1: Dec. 2, Thurs.

~ First day of Exams: Dec. 3 (Fri.)

~ Reading Day#2: Dec. 8, Wed.

◆ **Week 17:**

~ Last day of Exams: Dec. 10, 2021 (Fri.)

~ Fall Commencement: Dec. 12, 2021 (Sun.)

► **Earn 5 points:** [Write a blurb on journalism & media \(Due: 11:55 p.m., Dec. 1, Tue.\)](#) in [Test & Quizzes](#)

► **Earn 10 points:** [Evaluate MEJO-101](#) & Earn 10 points by confirming (*before by 11:30 p.m., Dec. 1*): "[I completed end-semester evaluations](#)" or respond to [MEJO-101-End Semester Evaluation](#) in [Test & Quizzes](#)

◆ **Tips to ace Final Exam on Dec. 1:** [Final Exam \(Dec. 1\) reading list \(we highlighted key readings for you to focus\)](#) + [Grades & exams for MJ101](#)

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📁 [Week by Week](#)