



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Fall 2022 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 2022 Course Schedule

MEJO-101 will meet, in-person, from **5:45 p.m. to 7 p.m.** on Monday and Wednesday in **111 Carroll Hall** or in a real-time Zoom session, if UNC-Chapel Hill stipulates us to do so. Regardless of whether our class meets online or in-person, we expect all students to attend our class sessions in real-time, every day we meet.

We expect all students, barring those with countervailing circumstances, to attend each class 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 class sessions to be active learning sessions. To that end, we expect all MEJO-101 students to attend each class session at the scheduled class time. We also have developed asynchronous resources (such as Canvas course site) to support the synchronous class sessions and students with special needs. *Read page 9 for details of how we serve students with special needs.*

**Fall 2022 Course Delivery:** As long as it is possible to do so safely, we will be meeting in person this semester. We understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If we need to change the format of the course temporarily due to outbreaks of illness, we will announce this via email and our Canvas course site.



## What You Will Learn

We have conceptually organized MEJO 101 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:

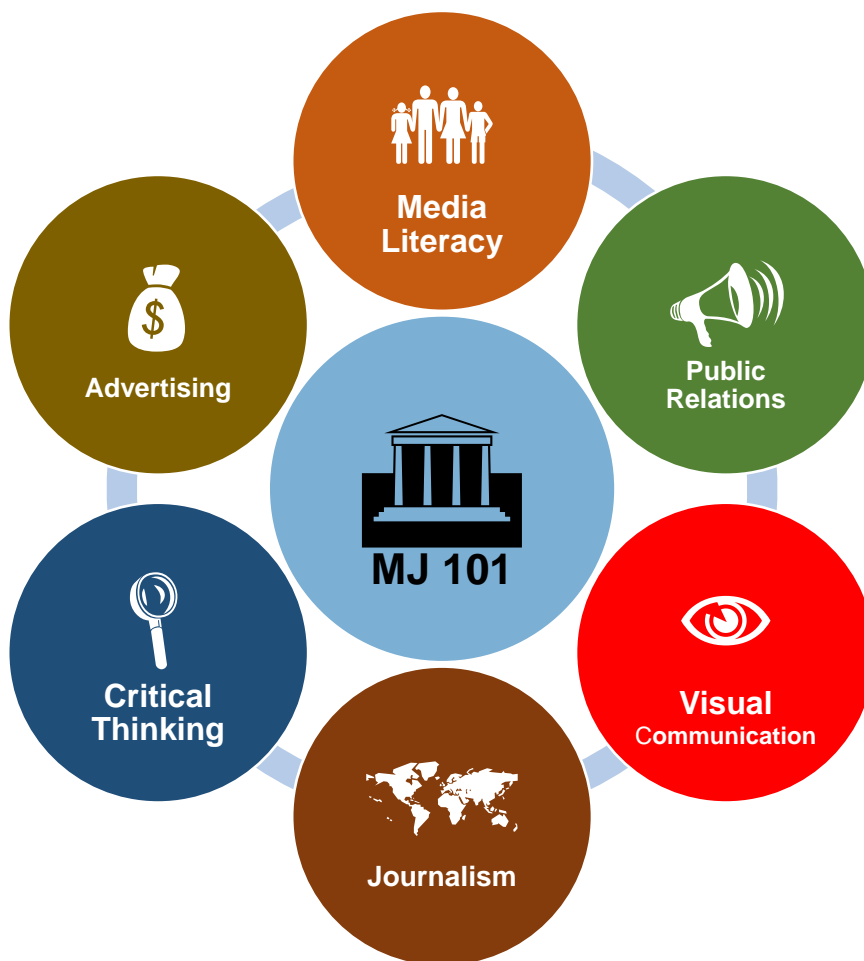
- ❖ **Engage** with several key faculty members in the Hussman School of Journalism and Media. Class lectures by these professors will enable you to determine if you would like to study News/Storytelling or PR/Advertising.
- ❖ **Learn** how to analyze the quality of the communication messages that barrage 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

MEJO-101 is among 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*

UNC Hussman School of Journalism and Media,  
374 Carroll Hall,  
University of North Carolina at Chapel Hill,  
Chapel Hill, NC 27599-3365.  
Email: [da@unc.edu](mailto:da@unc.edu)



## Our Teaching Assistants



### ★ **Hailey Allen**

*Park Fellow & Ph. D. student*

UNC Hussman School of Journalism and Media  
Email: [hgsteele@email.unc.edu](mailto:hgsteele@email.unc.edu)



## Fall 2022 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**

For your convenience, we list an array of opportunities for us to interact:

- ➔ 4:30 to 5:30 p.m., Monday and Wednesday or by appointment.
- ➔ Email Deb Aikat ([da@unc.edu](mailto:da@unc.edu)) to schedule a time that's more convenient to you.
- ➔ You should feel free to talk with Deb anytime or schedule a meeting time convenient to you.
- ➔ We will also share ample opportunities to interact with Deb in help sessions this semester. Deb also invites you to schedule a time to talk with him.



## 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 in class every day we meet. 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 breakout sessions. 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. Besides attending class, you are also responsible for reading the Canvas 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.

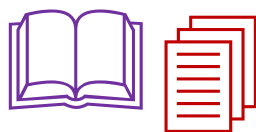
- ➔ 1. We expect you to attend the entire class session (75 minutes). A partial absence will be recorded if you are late by more than 15 minutes, or you leave class 15 minutes before it officially ends. *We expect you to inform the course professor about countervailing commitments, if any, for occasional exceptions.*
- ➔ 2. If you have **three unexplained absences**, you will NOT be able to pass the class and a course grade of F (Fail) will be assigned to you. In addition, Fs will be recorded for all work missed or delayed due to your absence. Since this is a relatively large class, we have found that the most time-efficient way to record attendance is to use Zoom access records and paper attendance sheets when we meet in person. It is **your responsibility to record your presence**, every day you attend class. **Absences will be marked if you miss class** and there is no make-up policy for missing class, except for those with countervailing circumstances.



## 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."





## MEJO 101 fortnight quizzes

To test your engagement and class participation, we will ask you to complete a fortnight quiz in Canvas. 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:

- ▶ Over the Fall 2022 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. 26 (Fri.), you must complete the quiz by 11:59 p.m., 11:55 p.m., Aug. 28 (Sun). 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.



## UNC-Chapel Hill Resources

**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.



## 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*)
- ➔ **100 points: Closed book mid-term exam** (*Week#9 before fall break, see online schedule on Canvas for more details*),
- ➔ **150 points: Cumulative closed book final exam** (*last day of class, Nov. 30. Wed.*)
- ➔ **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 Canvas 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 complex 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

DEB AIKAT, Ph.D.

Associate Professor

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Aug. 15, 2022

Dear Students in MEJO-101 Fall 2022:

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 2022 semester!

Cordially,

A handwritten signature in black ink that reads "Aikat". The signature is stylized, with a large, sweeping "A" and a cursive "ikat".

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.\_\_\_\_\_



## THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL



**Dr. Deb Aikat**

*Associate Professor*

UNC-Chapel Hill's Hussman School  
of Journalism and Media

A former journalist, **DEB AIKAT** (*pronounced EYE-cut*) has been a faculty member since 1995 in the UNC Hussman School of Journalism and Media at UNC-Chapel Hill. An award-winning scholar, Dr. Aikat theorizes the role of digital media in the global sphere. His research ranges across the media.

Dr. Aikat's peers elected him as the 2022-23 President of the *Association for Education in Journalism and Mass Communication (AEJMC)*, one of the premier scholarly organizations in our field. He will serve as AEJMC President for the 2022-23 academic year culminating in the 2023 AEJMC conference in Washington, D.C.

Dr. Aikat co-authored the 2019 book, *Agendamelding: News, social media, audiences, and civic community*, with Dr. Don Shaw, Dr. Milad Minooie and Dr. Chris Vargo. *Agendamelding* theorizes how audiences meld messages of newspapers, television, and social media in our 21<sup>st</sup> century digital age. Authored by pioneers of agenda setting theory and digital media researchers, the book was recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. The *Agendamelding* book marks the 50<sup>th</sup> anniversary of the seminal 1968 agenda-setting study conducted at UNC-Chapel Hill.

Dr. Aikat's research has also been published in book chapters and refereed journals such as *First Amendment Studies*, *Health Communication*, *International Journal of Interactive Communication Systems and Technologies*, *Global Media and Communication*, *Popular Music and Society*, *Convergence: The Journal of Research into New Media Technologies*, and publications of the Association for Computing Machinery (ACM) and the Microsoft Corporation. His research has been funded by government agencies (e.g., *the North Carolina Policy Collaboratory*, *the US Department of State*, *US Department of Education's Title VI grants*), corporate foundations (e.g., *the Freedom Forum*, *the Scripps Howard Foundation*) and industry (e.g., *IBM*, *Knight Ridder*). He served as an elected member of the AEJMC Publications Committee.

The Scripps Howard Foundation recognized Dr. Aikat as the inaugural winner of the "National Journalism Teacher of the Year award" (2003) for his "distinguished service to journalism education." The International Radio and Television Society named him the Coltrin Communications Professor of the Year (1997).

Dr. Aikat served from 2007 through 2013 as an elected member of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which evaluates journalism and media programs in universities.

With funding from the US Department of Education grant to Indiana University, Dr. Aikat visited Russia in May 2015 to research press freedom in the former Soviet Union. He founded in 2015 the South Asia Communication Association (SACA), which has brought together 2,086 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide.

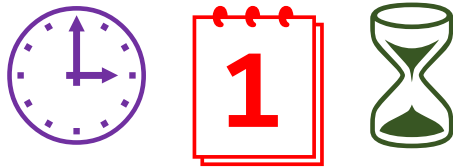
Dr. Aikat's research and teaching excellence awards (*see curriculum vitae for a full list*) include the Emerald Literati Award (2020), UNC Chapel Hill's Diversity Award for Faculty (2019) "for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness," AEJMC Senior Scholar Grant Award (2017-18), the AEJMC-Scripps Howard Researcher of the Year (2014-15), several AEJMC top research paper awards, UNC's Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), UNC-Chapel Hill's highest honor for excellence in teaching graduate students, the David Brinkley Teaching Excellence Award (2000), the AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), UNC's topmost honor for teaching undergraduate students, the UNC-Chapel Hill Students' Undergraduate Teaching Award (1998), and an IBM Research Fund Award (1995). Several UNC-Chapel Hill senior classes honored him with the Edward Kidder Graham Favorite Faculty Awards for nine years (1997 through 2005).

In addition to teaching small (45 students) and large (310 students) classes on campus, Dr. Aikat has taught online courses for more than 23 years. In 1997, he conceptualized UNC's first online course in journalism. He developed in 2003 a graduate-level online certificate program in "Technology and Communication." He has won fellowships from renowned research institutions such as the United States Information Agency (1990), the Institute for the Arts and Humanities (2000 & 2003), the Journalism Leadership Institute in Diversity (2004-05) and the Institute of African American Research's initiative for Student Learning to Advance Truth and Equity (IAAR-SLATE) Teaching fellow (Fall 2021).

Dr. Aikat currently serves as an elected member of UNC Chapel Hill's Faculty Executive Committee, which advises UNC administrators on key issues, and UNC-Chapel Hill's Honorary Degrees and Special Awards Committee. He served (2015 to 2021) on UNC's Faculty Hearings Committee, which conducts hearings on faculty dismissals. He has served since 2014 on the UNC Honor Court's Faculty Hearings Board, which adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

Dr. Aikat earned a Ph.D. in Media and Journalism, in 1995, from the Ohio University's Scripps School of Journalism. He completed a Certificate in American Political Culture from New York University in 1990. He graduated with academic distinction at the top of his class in M.A. Journalism in 1990 from the University of Calcutta, India, where he also earned a B.A. with honors in English literature in 1984. As a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992, he analyzed the impact of politics, education and culture. He also reported for the BBC World Service. He also reported for the BBC World Service. Born in India, Dr. Aikat became a naturalized U.S. citizen in 2003.





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

- ❖ Go to the MEJO-101 Canvas course site for the **current course schedule**.
- ❖ Follow the current schedule on MEJO-101 Canvas space for **important dates and deadlines**.
- ❖ Our course schedule may change as the semester evolves **to create the best learning environment for you**.

# MEJO 101.1: The Media Revolution: From Gutenberg to Zuckerberg and Beyond



★ Educate



★ Entertain



★ Enrich



★ Engage



★ Empower



★ Enlighten

## Quick updates:

(<https://uncch.instructure.com/courses/8649/assignments/10256>) ♦ MEJO 101 meets, *in-person*, 5:45 p.m. to 7 p.m., Mon. & Wed., in **111 Carroll Hall**

([https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx\\_OdE3u/view?usp=sharing](https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx_OdE3u/view?usp=sharing)) (John S. and James L. Knight Foundation Lecture Hall) ([https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx\\_OdE3u/view?usp=sharing](https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx_OdE3u/view?usp=sharing))

- ♦ We expect all students to attend every class session, in real-time. We will record attendance on a sign-up sheet.
- ♦ In other words, we expect you to attend class, *in-person*, every day we meet. No excuses. No exceptions.

## ♦ Fall 2022 Week-by-Week ♦

### ► Schedule for Current Weeks *(for earlier weeks, scroll to the bottom)*

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

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You are currently logged into Student View

Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.

[Reset Student](#)

[Leave Student View](#)



## ► Week 1: Aug. 15 (Mon.):

► **Introduction to MEJO 101** (<https://uncch.instructure.com/courses/8649/files/626189?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626189/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626189/download?download_frd=1)) + **MEJO 101 Syllabus for Fall 2022** (<https://uncch.instructure.com/courses/8649/files/626194?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626194/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626194/download?download_frd=1)) + **Dr. Tuggle's slides** (<https://uncch.instructure.com/courses/8649/files/626101?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626101/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626101/download?download_frd=1)) + **Icebreaker graphic** (<https://uncch.instructure.com/courses/8649/files/626091/download>)\_

♦ MEJO 101 team members: **Ms. Jesse French** (<https://www.linkedin.com/in/jesse-french-223a84158/>), **Ms. Hailey Allen** (<https://www.linkedin.com/in/hailey-grace-steele-84119565/>) and **Dr. Deb Aikat** (<http://hussman.unc.edu/directory/faculty/deb-aikat>)

(DJ: **Charlie Puth live** ([https://www.youtube-nocookie.com/embed/\\_6l6WPk1pdg?feature=oembed&rel=0](https://www.youtube-nocookie.com/embed/_6l6WPk1pdg?feature=oembed&rel=0))+ **Earth, Wind & Fire - September** (<https://www.youtube-nocookie.com/embed/rGf9G8vceVs?feature=oembed&rel=0>))

### ♦ Assignments this week:

♦ Read the **MEJO 101 Syllabus for Fall 2022** (<https://uncch.instructure.com/courses/8649/files/626194?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626194/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626194/download?download_frd=1))



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♦ **Complete before class:**

♦ **Reuters Study Summer 2021 “Trust in Media”**

([https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2021-06/Digital\\_News\\_Report\\_2021\\_FINAL.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2021-06/Digital_News_Report_2021_FINAL.pdf))

♦ **Pulitzer for Citizen Journalist in George Floyd Case. “Gatekeepers and Citizen Journalists”**

(<https://www.nbcnews.com/think/opinion/what-giving-pulitzer-prize-filming-george-floyd-s-murder-darnella-ncna1270778>)

♦ Do this now: If you wish to major in Media and Journalism, **subscribe to the UNC Hussman School student newsletter** (<http://hussman.unc.edu/communication-resources>)

► **Week 2: Aug. 22 (Mon.):**

Opening act: Key points: Journalism Values

► **Prof. Andy Bechtel** (<http://hussman.unc.edu/directory/faculty/andy-bechtel>): **Understanding news judgment** (<https://uncch.instructure.com/courses/8649/files/626103?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626103/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626103/download?download_frd=1)) + **Andy tweet**

(<https://twitter.com/andybechtel/status/368057547003265024>) + **News item**

(<https://www.usatoday.com/story/sports/ncaab/acc/2013/08/15/north-carolina-pj-hairston-suspension-bubba-cunningham-comments/2662841/>)

♦ **Complete before class:**

♦ **Read: If reporters focus on clicks, they won't focus on news**

(<https://www.seattletimes.com/opinion/if-reporters-focus-on-clicks-they-wont-focus-on-news/>) by Chris Trejbal in *The Seattle Times*

♦ **Read: How I learned that Joe Biden had won the presidency**

(<https://editdesk.wordpress.com/2020/11/16/how-i-learned-that-joe-biden-had-won-the-presidency/>) by

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by [Walter Dean](http://missouri.academia.edu/WalterDean) [\\_ \(http://missouri.academia.edu/WalterDean\)](http://missouri.academia.edu/WalterDean) & [Tom Rosenstiel](#)

[\\_ \(http://missouri.academia.edu/WalterDean\)](http://missouri.academia.edu/WalterDean)

♦ 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.

♦ Read the [MEJO 101 Syllabus for Fall 2022](#)

[\\_ \(https://uncch.instructure.com/courses/8649/files/626194?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626194?wrap=1) ↓

[\\_ \(https://uncch.instructure.com/courses/8649/files/626194/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8649/files/626194/download?download_frd=1)

## ► Week 2: Aug. 24 (Wed.):

► [Prof. Lee Meredith](http://hussman.unc.edu/directory/adjunct/lee-meredith) [\\_ \(http://hussman.unc.edu/directory/adjunct/lee-meredith\)](http://hussman.unc.edu/directory/adjunct/lee-meredith): [Journalism](#)

[Values/Principles and Our Fight for Survival](#)

[\\_ \(https://uncch.instructure.com/courses/8649/files/626109?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626109?wrap=1) ↓

[\\_ \(https://uncch.instructure.com/courses/8649/files/626109/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8649/files/626109/download?download_frd=1)

♦ **Complete before class:**

♦ Read: [Local journalism is on its knees – endangering democracy. Who will save it?](#)

[\\_ \(https://www.theguardian.com/media/2020/jul/28/local-journalism-democracy-us-newspapers\)](https://www.theguardian.com/media/2020/jul/28/local-journalism-democracy-us-newspapers) by Adam Gabbatt in *The Guardian*

♦ Read: [Society of Professional Journalists code of ethics](#) [\\_ \(https://www.spj.org/ethicscode.asp\)](https://www.spj.org/ethicscode.asp)

♦ Read: [NPR's standards of our journalism](#) [\\_ \(https://www.npr.org/ethics\)](https://www.npr.org/ethics).

## ► Week 3: Aug. 29 (Mon.):

► [Ms. Stephanie Brown](http://hussman.unc.edu/directory/staff/stephanie-willen-brown) [\\_ \(http://hussman.unc.edu/directory/staff/stephanie-willen-brown\)](http://hussman.unc.edu/directory/staff/stephanie-willen-brown): [Park Library's MEJO 101 guide](#) [\\_ \(https://guides.lib.unc.edu/mejo101\)](https://guides.lib.unc.edu/mejo101) + [We love the library: Proven strategies to find research articles](#) [\\_ \(https://uncch.instructure.com/courses/8649/files/626104?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626104?wrap=1) ↓ [\\_ \(https://uncch.instructure.com/courses/8649/files/626104/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8649/files/626104/download?download_frd=1)

Opening act: **Fortnight Quiz #1 Results (pdf)**

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### ♦ **Complete before class:**

Read: [Park Library's MEJO 101 guide](https://guides.lib.unc.edu/mejo101) [\\_ \(https://guides.lib.unc.edu/mejo101\)](https://guides.lib.unc.edu/mejo101) + View video: [Tips for finding articles](https://www.youtube.com/watch?v=y5YkyBDQTyk&t=335s) [\\_ \(https://www.youtube.com/watch?v=y5YkyBDQTyk&t=335s\)](https://www.youtube.com/watch?v=y5YkyBDQTyk&t=335s) by [Ms. Stephanie Brown](http://hussman.unc.edu/directory/staff/stephanie-willen-brown) [\\_ \(http://hussman.unc.edu/directory/staff/stephanie-willen-brown\)](http://hussman.unc.edu/directory/staff/stephanie-willen-brown).

♦ Complete [Fortnight Quiz#1 \(available 12:15 p.m., Aug. 26, complete by 11:55 p.m., Aug. 28, 2022\)](https://uncch.instructure.com/courses/8649/quizzes/3578) [\\_ \(https://uncch.instructure.com/courses/8649/quizzes/3578\)](https://uncch.instructure.com/courses/8649/quizzes/3578) worth 8 points

## ► **Week 3: Aug. 31 (Wed.):**

Opening act: Writing news headlines: [Display and Search Engine Optimization \(SEO\) Headlines](https://training.npr.org/wp-content/uploads/2021/08/headline-safety-card-website.pdf) [\\_ \(https://training.npr.org/wp-content/uploads/2021/08/headline-safety-card-website.pdf\)](https://training.npr.org/wp-content/uploads/2021/08/headline-safety-card-website.pdf) & [Headline one-sheet](https://training.npr.org/wp-content/uploads/2021/08/headline-one-sheet-stations.pdf) [\\_ \(https://training.npr.org/wp-content/uploads/2021/08/headline-one-sheet-stations.pdf\)](https://training.npr.org/wp-content/uploads/2021/08/headline-one-sheet-stations.pdf)

► CBS National Investigative Correspondent, [Mr. Stephen Stock](https://www.stephenstock.tv/) [\\_ \(https://www.stephenstock.tv/\)](https://www.stephenstock.tv/) : [Power of Broadcast News](https://uncch.instructure.com/courses/8649/files/626106?wrap=1) [\\_ \(https://uncch.instructure.com/courses/8649/files/626106?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626106?wrap=1) ↓ [\\_ \(https://uncch.instructure.com/courses/8649/files/626106/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8649/files/626106/download?download_frd=1) (ppt. slides

[\\_ \(https://uncch.instructure.com/courses/8649/files/626107?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626107?wrap=1) ↓

[\\_ \(https://uncch.instructure.com/courses/8649/files/626107/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8649/files/626107/download?download_frd=1) )

### ♦ **Complete before class:**

♦ Read: [Breaking News: Seymour Hersh and the ambiguities of investigative reporting.](https://www.thenation.com/article/archive/seymour-hersh-reporter/) [\\_ \(https://www.thenation.com/article/archive/seymour-hersh-reporter/\)](https://www.thenation.com/article/archive/seymour-hersh-reporter/)

### ♦ **Optional 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**

[\\_ \(https://www.rtdna.org/content/edward\\_r\\_murrow\\_s\\_1958\\_wires\\_lights\\_in\\_a\\_box\\_speech\)](https://www.rtdna.org/content/edward_r_murrow_s_1958_wires_lights_in_a_box_speech) by Edward R. Murrow

♦ **Online News Association keynote speech, Tom Curley (Associated Press)** [\\_ \(https://www.poynter.org/reporting-editing/2004/curley-its-not-just-another-medium/\)](https://www.poynter.org/reporting-editing/2004/curley-its-not-just-another-medium/)

## ► **Week 4: Sept. 5 (Mon.): Labor Day holiday**

♦ During the Labor Day Holiday weekend, please rest and relax.

► [Dr. Deb Aikat &](http://hussman.unc.edu/directory/faculty/deb-aikat) [\\_ \(http://hussman.unc.edu/directory/faculty/deb-aikat\)](http://hussman.unc.edu/directory/faculty/deb-aikat) [Ms. Hailey Allen](https://www.linkedin.com/in/hailey-grace-steele-84119565/) [\\_ \(https://www.linkedin.com/in/hailey-grace-steele-84119565/\)](https://www.linkedin.com/in/hailey-grace-steele-84119565/): MEJO 101 Town Hall Take Home Exam

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◆ **Complete before class:**

◆ **Work on take home exam:**

◆ **Instructions for Media Concepts Take Home Exam**

(<https://uncch.instructure.com/courses/8649/files/626168?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626168/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626168/download?download_frd=1)) + **Submit to "Canvas Assignments"** (<https://uncch.instructure.com/courses/8649/assignments/10253>) by 11:50 p.m., Sept. 18, Sun.

◆ Read **APA 7 citation style guide for citing sources**

(<https://drive.google.com/file/d/1c4amvAVGkeQajlN6TmeV5NASKsJIS3I/view?usp=sharing>)

◆ **Write & submit answers in this Word document**

(<https://uncch.instructure.com/courses/8649/files/626125?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626125/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626125/download?download_frd=1))

◆ **Take Home Exam insights** (<https://uncch.instructure.com/courses/8649/files/626117?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626117/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626117/download?download_frd=1)) (**Deb's ppt slides**

(<https://uncch.instructure.com/courses/8649/files/626118?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626118/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626118/download?download_frd=1)) ) + View video: **Tips for finding articles** (<https://www.youtube.com/watch?v=y5YkyBDQTyk&t=335s>) by **Ms. Stephanie Brown** (<http://hussman.unc.edu/directory/staff/stephanie-willen-brown>) + **MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg library guide** (<https://guides.lib.unc.edu/mejo101>)

◆ To prevent procrastination, ask your questions by Sept. 16 (Fri.) before our quiet period begins.

◆ Take Home Exam links: Attend help sessions in our class.



► **Week 4: Sept. 7 (Wed.):**

◆ Lessons learned: Wrap up of Journalism segment:

► **Ms. Hailey Allen** (<https://www.linkedin.com/in/hailey-grace-steele-84119565/>): **What makes a successful communications campaign** (<https://uncch.instructure.com/courses/8649/files/626127?>

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- ◆ Read: [The 10 Essentials of an Effective Digital Communications Campaign](https://www.prnewsonline.com/the-10-essentials-of-an-effective-communications-campaign/) (<https://www.prnewsonline.com/the-10-essentials-of-an-effective-communications-campaign/>)
- ◆ Read: [Five Components of a Successful Strategic Communications Plan](https://www.forbes.com/sites/forbescommunicationscouncil/2021/06/22/five-components-of-a-successful-strategic-communications-plan/?sh=439d04c35813) (<https://www.forbes.com/sites/forbescommunicationscouncil/2021/06/22/five-components-of-a-successful-strategic-communications-plan/?sh=439d04c35813>)
- ◆ View: [Supporting Local Retailers This Diwali | Not Just A Cadbury Ad Campaign Video](https://www.youtube.com/watch?v=5WECsbqAQSk) (<https://www.youtube.com/watch?v=5WECsbqAQSk>) (Oct. 22, 2021) Cadbury advertisement powered by AI & Machine Learning.
- ◆ Complete **Fortnight Quiz#2** (available 12:15 p.m. **Sept. 9**, complete by 11:55 p.m. **Sept. 11**) worth 12 points

## ► Week 5: Sept. 12 (Mon.)

- ◆ [Fortnight Quiz #2 results](https://uncch.instructure.com/courses/8649/files/626115?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626115?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626115/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626115/download?download_frd=1)) + Future of news discussion questions  
Prof. Jed Simmons: That's entertainment
- [Dr. Lynn Owens](http://hussman.unc.edu/directory/adjunct/lynn-owens) (<http://hussman.unc.edu/directory/adjunct/lynn-owens>): [Coming Up Next?: The Future of TV News](https://uncch.instructure.com/courses/8649/files/626119?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626119?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626119/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626119/download?download_frd=1))

### ◆ Complete before class:

- ◆ Read: [Quality TV news could be a casualty of the streaming wars](https://www.cnn.com/amp/2021/06/07/op-ed-quality-tv-news-could-be-a-casualty-of-the-streaming-wars.html) (<https://www.cnn.com/amp/2021/06/07/op-ed-quality-tv-news-could-be-a-casualty-of-the-streaming-wars.html>)
- ◆ Read: [The coronavirus pandemic is accelerating local news trends, for bad and good](https://www.poynter.org/business-work/2020/the-coronavirus-pandemic-is-accelerating-local-news-trends-for-bad-and-good/) (<https://www.poynter.org/business-work/2020/the-coronavirus-pandemic-is-accelerating-local-news-trends-for-bad-and-good/>)
- ◆ Read: [Brand, technology seen as key to future of TV news](https://news.4mat.com/brand-technology-seen-key-future-tv-news/) (<https://news.4mat.com/brand-technology-seen-key-future-tv-news/>)

## ► Week 5: Sept. 14 (Wed.):

- [Dr. Tom Linden](http://hussman.unc.edu/directory/faculty/tom-linden) (<http://hussman.unc.edu/directory/faculty/tom-linden>): [COVID-19: How We Got Here and Where We're Going](https://uncch.instructure.com/courses/8649/files/626133?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626133?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626133/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626133/download?download_frd=1))
- ◆ Media moment: [Super Bowl LVI 2022](https://www.youtube.com/results?search_query=Super+Bowl+LVI+2022) ([https://www.youtube.com/results?search\\_query=Super+Bowl+LVI+2022](https://www.youtube.com/results?search_query=Super+Bowl+LVI+2022)) (Feb. 13, 2022)

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(<https://www.theatlantic.com/science/archive/2021/12/omicron-incubation-period-testing/621066/>)" by Katherine J. Wu, The Atlantic, Dec. 20, 2021

◆ Read: "[Why Weren't We Ready for the Coronavirus?](https://www.newyorker.com/magazine/2020/05/11/why-werent-we-ready-for-the-coronavirus)"

(<https://www.newyorker.com/magazine/2020/05/11/why-werent-we-ready-for-the-coronavirus>)" by David Quammen, The New Yorker, May 4, 2020.

◆ Read: [How the Pandemic Now Ends](https://www.theatlantic.com/health/archive/2021/08/delta-has-changed-pandemic-endgame/619726/) (<https://www.theatlantic.com/health/archive/2021/08/delta-has-changed-pandemic-endgame/619726/>), by Ed Yong, *The Atlantic*, August 12, 2021



([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/01\\_101\\_syllabus/2021\\_fall\\_101\\_1\\_Aikat\\_syllabus\\_Aug14.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/01_101_syllabus/2021_fall_101_1_Aikat_syllabus_Aug14.pdf))

## ► Week 6: Sept. 19 (Mon.):

► "Power of Journalism" panel: [Ms. Erica Beshears Perel](http://hussman.unc.edu/news/serving-local-news-erica-beshears-perel-%E2%80%999998-named-new-director-cislm) (<http://hussman.unc.edu/news/serving-local-news-erica-beshears-perel-%E2%80%999998-named-new-director-cislm>), [Ms. Rhema Bland](http://hussman.unc.edu/news/ida-b-wells-society-welcomes-rhema-bland) (<http://hussman.unc.edu/news/ida-b-wells-society-welcomes-rhema-bland>), [Ms. Cate Doty](https://www.catedoty.com/) (<https://www.catedoty.com/>), [Ms. Praveena Somasundaram](https://www.dailytarheel.com/article/2021/03/2021-editor-in-chief-profile) (<https://www.dailytarheel.com/article/2021/03/2021-editor-in-chief-profile>)

### ◆ Complete before class:

◆ Media moment: [Washington Post Executive Editor Marty Baron on Retiring, Objectivity and the State of Journalism](https://www.wbur.org/hereandnow/2021/02/02/marty-baron-retirement) (<https://www.wbur.org/hereandnow/2021/02/02/marty-baron-retirement>)

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](https://twitter.com/TarHeelFootball/status/1299746098995556353?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1299746098995556353%7Ctwgr%5E&ref_url=https%3A%2F%2F247sports.com%2FArticle%2FNorth-Carolina-Tar-Heels-football-Mack-Brown-video-racial-injustice--150834259%2F) ([https://twitter.com/TarHeelFootball/status/1299746098995556353?ref\\_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1299746098995556353%7Ctwgr%5E&ref\\_url=https%3A%2F%2F247sports.com%2FArticle%2FNorth-Carolina-Tar-Heels-football-Mack-Brown-video-racial-injustice--150834259%2F](https://twitter.com/TarHeelFootball/status/1299746098995556353?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1299746098995556353%7Ctwgr%5E&ref_url=https%3A%2F%2F247sports.com%2FArticle%2FNorth-Carolina-Tar-Heels-football-Mack-Brown-video-racial-injustice--150834259%2F)) (Aug. 29, 2020) + [Second-By-Second Breakdown of the Deadly Kenosha, Wis., Shooting By Teen](https://www.youtube.com/watch?v=EYjG4uequWQ) (<https://www.youtube.com/watch?v=EYjG4uequWQ>) | NBC News NOW (Aug. 25, 2020) [This video contains scenes of graphic violence] + [How George](#)

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## ► Week 6: Sept. 21 (Wed.):

► **Dr. Deb Aikat** (<http://hussman.unc.edu/directory/faculty/deb-aikat>) & **Ms. Hailey Allen** (<https://www.linkedin.com/in/hailey-grace-steele-84119565/>): MEJO 101 Town Hall + Revisiting Gutenberg & Zuckerberg (ppt)

► **Dr. Lois Boynton** (<http://hussman.unc.edu/directory/faculty/lois-boynton>): *The Core Concepts of Public Relations* (<https://uncch.instructure.com/courses/8649/files/626135?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626135/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626135/download?download_frd=1)) (.ppt) + **Information**

**to guide your meme building** ([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Boynton_Lois_PR/MEJO%20101%20breakout_assignment%20_meme%20making%2010-4-2021.pdf)

[9ffe-](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Boynton_Lois_PR/MEJO%20101%20breakout_assignment%20_meme%20making%2010-4-2021.pdf)

[7afb40d4693d/Boynton\\_Lois\\_PR/MEJO%20101%20breakout\\_assignment%20\\_meme%20making%2010-](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Boynton_Lois_PR/MEJO%20101%20breakout_assignment%20_meme%20making%2010-4-2021.pdf)

[4-2021.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Boynton_Lois_PR/MEJO%20101%20breakout_assignment%20_meme%20making%2010-4-2021.pdf)) + Once you've created your meme – post it on the designated breakout group# on the

Canvas Forum for our class.

◆ **Fortnight Quiz #3 results** (<https://uncch.instructure.com/courses/8649/files/626147?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626147/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626147/download?download_frd=1))

### ◆ **Complete before class:**

◆ View: **What is Public Relations? Video by Sketch-22 Illustrated Media**

(<https://www.youtube.com/watch?v=hFvGBdnTuAE>)

◆ View: **All About My Public Relations Major in College! (Courses, Jobs/Internships, Salary)**

(<https://www.youtube.com/watch?v=4ciagenljG0>)

► **Matt's Tips and Takeaways** (<https://uncch.instructure.com/courses/8649/files/626126?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626126/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626126/download?download_frd=1))

◆ Complete **Fortnight Quiz#3** (available 12:15 p.m., **Sept. 23**, complete by 11:55 p.m. **Sept. 27 (Tue.)**) worth 12 points

## ► Week 7: Sept. 26 (Mon.): Wellness Day, No class

► *Please rest and relax over this long weekend.* ◆ If you wish to stay ahead, we will share a list of things we may accomplish to stay ahead.

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*Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.*

**Reset Student**

**Leave Student View**



► **Prof. John Sweeney** (<http://hussman.unc.edu/directory/faculty/john-sweeney/>): **The Core Concepts of Advertising** (<https://uncch.instructure.com/courses/8649/files/626134?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626134/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626134/download?download_frd=1)) (**ppt**

(<https://uncch.instructure.com/courses/8649/files/626124?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626124/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626124/download?download_frd=1)) )

### ♦ **Complete before class:**

♦ **Read:** **Nike's Colin Kaepernick ad and the history of "commodity activism"**

(<https://www.vox.com/first-person/2018/9/7/17831334/nike-colin-kaepernick-ad>) - Vox

♦ **Read:** **Kaepernick and the Absurdist Spectacle of #BoycottNike**

(<https://www.theatlantic.com/entertainment/archive/2018/09/the-absurdist-spectacle-of-the-nike-boycotts/569308/>) - The Atlantic

♦ **Tips to ace Exam #1 on Oct. 10:** **Exam 1 reading list (we will highlight by March 3 key readings for you to focus)** (<https://uncch.instructure.com/courses/8649/files/626144?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626144/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626144/download?download_frd=1)) + Grades & exams for

MJ101 + Attend Exam Jam (Oct. 5)



### ► **Week 8: Oct. 3 (Mon.):**

► Opening act: **Russian Flagship Program** (<https://russian.unc.edu/>) + **Russian Folk Music** (<https://www.youtube.com/watch?v=O1hxX7-92kE>)

► **Prof. Cory Kays** (<http://hussman.unc.edu/directory/faculty/cory-kays/>): **The Branding of Me**

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**Reset Student**

**Leave Student View**

♦ **Fortnight Quiz #4 results** (<https://uncch.instructure.com/courses/8649/files/626146?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626146/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626146/download?download_frd=1))

### ♦ **Complete before class:**

♦ Tips to ace Exam #1 on Oct. 10 (Mon.): **Exam 1 reading list (we will highlight by March 3 key readings for you to focus)** (<https://uncch.instructure.com/courses/8649/files/626145?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626145/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626145/download?download_frd=1)) + Grades & exams for MJ101 + Attend Exam Jam (Oct. 5)

## ► **Week 8: Oct. 5 (Wed.):**

► **Prof. Richard Griffiths** \_(<https://www.gab.org/get-to-know-richard-griffiths-president-of-the-georgia-first-amendment-foundation/>): **What I believe and how I got here. What keeps me up at night** (<https://uncch.instructure.com/courses/8649/files/626105?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8649/files/626105/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626105/download?download_frd=1))

♦ **Complete: CriticalThought: Share your thoughts on journalism & media**  
 (<https://sakai.unc.edu/portal/site/1e29b257-61c9-4f84-9ffe-7afb40d4693d/tool/cdc88b0f-4510-41c9-a1ba-a70668adb6dc/jsf/index/mainIndex>)\_ (Due: 11:55 p.m., Nov. 6 , Sun.) Go to Canvas Quizzes to submit your response.

### ♦ **Complete before class:**

♦ **Carl Bernstein: "Chasing History"** \_(<https://www.youtube.com/watch?v=wj8LtbBvRsA>)\_

♦ **What I Learned from the Nonprofit News Revolution**

([https://www.cjr.org/first\\_person/propublica-tofel-nonprofit-news.php](https://www.cjr.org/first_person/propublica-tofel-nonprofit-news.php))\_ by Richard J. Tofel in Columbia Journalism Review♦

♦ **Write digital headlines both readers and Google will love**

(<https://training.npr.org/2021/08/25/how-write-display-seo-headlines/>)\_ by Holly J. Morris (NPR Training)

▲ Tip to ace Exam #1 on Oct. 10 (Mon.): **Exam 1 reading list (we highlighted key readings for**

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**Reset Student**

**Leave Student View**

- ◆ Complete **Fortnight Quiz#4** (available 12:15 p.m., Oct. 7, complete by 11:55 p.m. Oct. 9) worth 12 points

## ► Week 9: Oct. 10 (Mon.):

### ► MEJO 101 (Closed book) Exam # 1

- ◆ Tips to ace Exam #1 on Oct. 10 (Mon.): [Exam 1 reading list \(we highlighted key readings for you to focus\)](https://uncch.instructure.com/courses/8649/files/626142?wrap=1) (https://uncch.instructure.com/courses/8649/files/626142?wrap=1) ↓  
(https://uncch.instructure.com/courses/8649/files/626142/download?download\_frd=1) + Practice midterm exam (Canvas Quizzes)+ Grades & exams for MJ101 + Attend Exam Jam (Oct. 5)
- ◆ Deb Aikat: Opening Act: *Analysis of Scores in Mid-term Test#1*

### ◆ Complete before class:

- ◆ Tips to ace Exam #1 on Oct. 10 (Mon.): [Exam 1 reading list \(we highlighted key readings for you to focus\)](https://uncch.instructure.com/courses/8649/files/626142?wrap=1) (https://uncch.instructure.com/courses/8649/files/626142?wrap=1) ↓  
(https://uncch.instructure.com/courses/8649/files/626142/download?download\_frd=1) + Practice midterm exam (Canvas Quizzes)+ Grades & exams for MJ101 + Attend Exam Jam (Oct. 5)
- ◆ Read: Strategies to foster mental wellbeing
- ◆ Read: Media reading

## ► Week 9: Oct. 12 (Wed.):

- “Power of Public Relations” panel: [Ms. Beth Keith](https://www.linkedin.com/in/bethkeith/) (https://www.linkedin.com/in/bethkeith/)(see slides), [Prof. Julie Dixon](http://hussman.unc.edu/directory/faculty/jules-dixon) (http://hussman.unc.edu/directory/faculty/jules-dixon)(see slides (https://uncch.instructure.com/courses/8649/files/626151?wrap=1) ↓  
(https://uncch.instructure.com/courses/8649/files/626151/download?download\_frd=1) ), [Prof. Livis Freeman](http://hussman.unc.edu/directory/faculty/livis-freeman) (http://hussman.unc.edu/directory/faculty/livis-freeman)(see slides (https://prezi.com/view/hje5FPTfCrr15PYXy3HE/)), [Dr. Suman Lee](http://hussman.unc.edu/directory/faculty/suman-lee) (http://hussman.unc.edu/directory/faculty/suman-lee)(see slides (https://uncch.instructure.com/courses/8649/files/626152?wrap=1) ↓  
(https://uncch.instructure.com/courses/8649/files/626152/download?download\_frd=1) ) [ppt

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**Eva Zhao** (<http://hussman.unc.edu/directory/faculty/xinyan-eva-zhao>) (see slides

(<https://uncch.instructure.com/courses/8649/files/626153?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626153/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626153/download?download_frd=1)) ) [ppt

file (<https://uncch.instructure.com/courses/8649/files/626190?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626190/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626190/download?download_frd=1)) ]

### ◆ Complete before class:

◆ Earn 10 participation points: **MEJO-101 Mid-semester feedback by 11:50 p.m., Oct. 16**

(<https://uncch.instructure.com/courses/8649/assignments/10250>) (Sun.)

(<https://uncch.instructure.com/courses/8649/assignments/10250>) (go to **Canvas Quizzes**

(<https://uncch.instructure.com/courses/8649/quizzes>).

◆ Earn 27 points: **Tips to Summarize 2022 Nieman Lab Predictions**

(<https://uncch.instructure.com/courses/8649/files/626175?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626175/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626175/download?download_frd=1)) (submit by 11:50 p.m., Oct. 30 (Sun.))

◆ Submit answers in this **Word template** (<https://uncch.instructure.com/courses/8649/files/626164?wrap=1>) ↓ ([https://uncch.instructure.com/courses/8649/files/626164/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626164/download?download_frd=1)) (**pdf file**

(<https://uncch.instructure.com/courses/8649/files/626165?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626165/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626165/download?download_frd=1)) ) (go to **Canvas**

**Assignments** (<https://uncch.instructure.com/courses/8649/assignments>)). See your article

assignments here: [https://bit.ly/101Ne\\_22](https://bit.ly/101Ne_22) ([https://bit.ly/101Ne\\_22](https://bit.ly/101Ne_22))

## ► Week 10: Oct. 17 (Mon.):

► **Mr. Eric Garcia** (<https://www.hmhbooks.com/author/Eric-Garcia/87057365>) (UNC '14): "**We're**

**Not Broken: Changing the Autism Conversation** ([https://www.hmhbooks.com/shop/books/Were-](https://www.hmhbooks.com/shop/books/Were-Not-Broken/9781328587879)

[Not-Broken/9781328587879](https://www.hmhbooks.com/shop/books/Were-Not-Broken/9781328587879))."

◆ **Exam #1 Results** (<https://uncch.instructure.com/courses/8649/files/626158?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626158/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626158/download?download_frd=1))

◆ Earn 10 participation points: **MEJO-101 Mid-semester feedback by 11:50 p.m., Oct. 16**

(<https://uncch.instructure.com/courses/8649/assignments/10250>) (Sun.)

(<https://uncch.instructure.com/courses/8649/assianments/10250>) (go to **Canvas Quizzes**

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**Reset Student**

**Leave Student View**

- ♦ Read: [We're Not Broken: Changing the Conversation around Autism with Eric Garcia](https://blogs.bmj.com/medical-humanities/2021/11/05/eric-garcia/) (<https://blogs.bmj.com/medical-humanities/2021/11/05/eric-garcia/>) - Medical Humanities
- ♦ Read: [Journalist Eric Garcia: How to Help Autistic People Feel Seen and Valued](https://www.youtube.com/watch?v=e1B-FHqzYgs) (<https://www.youtube.com/watch?v=e1B-FHqzYgs>)
- ♦ Read: [Eric Garcia '14 discusses his new book 'We're Not Broken: Changing the Autism Conversation'](http://hussman.unc.edu/news/eric-garcia-%E2%80%9914-discusses-his-new-book-%E2%80%98we%E2%80%99re-not-broken-changing-autism-conversation%E2%80%99) (<http://hussman.unc.edu/news/eric-garcia-%E2%80%9914-discusses-his-new-book-%E2%80%98we%E2%80%99re-not-broken-changing-autism-conversation%E2%80%99>)

## ► Week 10: Oct. 19 (Wed.): No class due to Fall Break, from Oct. 21 (Thurs.) through Oct. 23 (Sun.)

► *Please rest and relax over this break.* ♦ If you wish to stay ahead, we will share a list of things we may accomplish to stay ahead.

## ► Week 11: Oct. 24 (Mon.):

- [Mr. Richard Griffiths](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/GriffithsBioShortMay2018.pdf) (<https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/GriffithsBioShortMay2018.pdf>): [Propaganda is Alive and Well, including an example from WWI that peripherally involved my grandfather](https://uncch.instructure.com/courses/8649/files/626187?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626187?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626187/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626187/download?download_frd=1))
- ♦ View these documents: [Floyd Abrams](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths_scoops/CNNFloydAbramsTailwindReport19980702_m_.pdf) ([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths\\_scoops/CNNFloydAbramsTailwindReport19980702\\_m\\_.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths_scoops/CNNFloydAbramsTailwindReport19980702_m_.pdf)) 'report on CNN broadcast *Operation Tailwind* (July 2, 1998) ([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths\\_scoops/CNNFloydAbramsTailwindReport19980702\\_m\\_.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths_scoops/CNNFloydAbramsTailwindReport19980702_m_.pdf))
- + [Dan Rather 60 Minutes report on George Bush \(2005\)](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths_scoops/CBS-IndependentReview-60Mins-BushANG20050105.pdf) ([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths\\_scoops/CBS-IndependentReview-60Mins-BushANG20050105.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/GriffithsRichard/Griffiths_scoops/CBS-IndependentReview-60Mins-BushANG20050105.pdf))

## ♦ Complete before class:

- ♦ Earn 10 participation points by completing MEJO-101 Mid-semester feedback by 11:50 p.m., Oct. 16 (Sun.) (go to Canvas Quizzes) (<https://sakai.unc.edu/portal/site/b863e778-4c75-402b-8898->

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[Reset Student](#)

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(<https://www.nytimes.com/2020/12/18/business/media/new-york-times-caliphate-podcast.html>) - *The New York Times*

◆ Read: [New York Times hands back Peabody Award, is stripped of other honour over failure to verify Caliphate](https://www.abc.net.au/news/2020-12-20/new-york-times-caliphate-podcast-unverified-claims-awards-lost/13001180) (<https://www.abc.net.au/news/2020-12-20/new-york-times-caliphate-podcast-unverified-claims-awards-lost/13001180>) [podcast claims](https://www.abc.net.au/news/2020-12-20/new-york-times-caliphate-podcast-unverified-claims-awards-lost/13001180) (<https://www.abc.net.au/news/2020-12-20/new-york-times-caliphate-podcast-unverified-claims-awards-lost/13001180>) - ABC News

◆ Read: [Opinion | Foreign staffers at the New York Times are still angry over the Rukmini Callimachi fiasco](https://www.washingtonpost.com/opinions/2020/12/20/caliphate-retraction-wont-end-new-york-times-woes/) (<https://www.washingtonpost.com/opinions/2020/12/20/caliphate-retraction-wont-end-new-york-times-woes/>) - *The Washington Post*

## ► Week 11: Oct. 26 (Wed.):

► [Mr. Jay Eubank](http://hussman.unc.edu/directory/staff/jay-eubank) (<http://hussman.unc.edu/directory/staff/jay-eubank>): [Career advice](https://uncch.instructure.com/courses/8649/files/626170?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626170?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626170/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626170/download?download_frd=1)) ([.ppt. slides](https://uncch.instructure.com/courses/8649/files/626162?wrap=1) <https://uncch.instructure.com/courses/8649/files/626162?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8649/files/626162/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626162/download?download_frd=1)) )

◆ Meet [Ms.](https://www.linkedin.com/in/mac-parker) (<https://www.linkedin.com/in/mac-parker>) [Mac Parker](https://www.linkedin.com/in/mac-parker) (<https://www.linkedin.com/in/mac-parker>), Career Peer, UNC Hussman School of Journalism and Media

## ◆ Complete before class:

◆ Earn 10 participation points by completing MEJO-101 Mid-semester feedback by 11:50 p.m., Oct. 16 (Sun.) (go to Canvas Quizzes) (<https://sakai.unc.edu/portal/site/b863e778-4c75-402b-8898-177d790a818f/tool/69439ecc-a4e2-4afe-91a0-5ce3ccb0c20f/jsf/index/mainIndex>)

► Earn 27 more points by completing CriticalThought: Share your summary of [Nieman Predictions](https://uncch.instructure.com/courses/8649/files/626160?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626160?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626160/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626160/download?download_frd=1)) (Due: 11:50 p.m., Oct.

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## ► Week 12: Oct. 31 (Mon.):

► *Restoring Media Trust (WEHCO)*

### ◆ *Complete before class:*

◆ Read: [Impartiality Is the Source of a Newspaper's Credibility](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/Hussman_WSJ_op-ed_Impartiality_Is_the_Source_of_a_Newspaper_9_10_2019.pdf)

([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat\\_media\\_trust\\_tech\\_transforms/Hussman\\_WSJ\\_op-](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/Hussman_WSJ_op-ed_Impartiality_Is_the_Source_of_a_Newspaper_9_10_2019.pdf)

[ed\\_Impartiality\\_Is\\_the\\_Source\\_of\\_a\\_Newspaper\\_9\\_10\\_2019.pdf](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/Hussman_WSJ_op-ed_Impartiality_Is_the_Source_of_a_Newspaper_9_10_2019.pdf)) (Walter Hussman's WSJ op-ed)

◆ Read: [Hussman's Statement of Core Values](https://www.arkansasonline.com/corevalues/) (<https://www.arkansasonline.com/corevalues/>)

([graphic version](https://www.arkansasonline.com/corevalues/) ([https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat\\_media\\_trust\\_tech\\_transforms/hussman\\_core\\_values.jpg](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/hussman_core_values.jpg)))

## ► Week 12: Nov. 2 (Wed.):

► [Dr. Berkley Hudson](https://journalism.missouri.edu/people/berkley-hudson/) (<https://journalism.missouri.edu/people/berkley-hudson/>): *In Search of A*

*Common Ethical & Visual Ground: The Pruitt Photographs of Trouble and Resilience in the*

*American South* (<https://uncch.instructure.com/courses/8649/files/626188?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626188/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626188/download?download_frd=1)) ([.ppt file](#)

(<https://uncch.instructure.com/courses/8649/files/626161?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626161/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626161/download?download_frd=1)) ) *Mr. Pruitt's Possum*

*Town Trailer* (<https://vimeo.com/505840057>) (4:46) + *Dr Hudson in Runner's World*

([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/Hudson_Berkley/RW.BH.Spring2021.jpeg)

[548e0e828c3a/Hudson\\_Berkley/RW.BH.Spring2021.jpeg](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/Hudson_Berkley/RW.BH.Spring2021.jpeg))

This “Ethical Rectitude in Media and Courage in Conversation” (ERMCiC) event will feature feature

[Dr. Berkley Hudson](https://journalism.missouri.edu/people/berkley-hudson/) (<https://journalism.missouri.edu/people/berkley-hudson/>) *Berkley Hudson*

(<https://journalism.missouri.edu/people/berkley-hudson/>) (UNC Ph.D, 2003)'s book *O. N. Pruitt's*

*Possum Town* (UNC Press, 2021) on the interrelations of photography, community, race, and

historical memory. This ERMCiC series is co-sponsored by the Problem-based Carolina Seminar on

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◆ **Complete before class:**

◆ Read: "A Photo Archive of the Jim Crow South

(<https://www.nytimes.com/2022/03/10/books/review/o-n-pruitt-possum-town.html>)- The New York Times

◆ Read: The Good, the Bad, and the Ugly of Possum Town

(<https://gardenandgun.com/slideshow/the-good-the-bad-and-the-ugly-of-possum-town/list/>) – Garden & Gun

◆ Read MJ 101 Final Exam details

► **Week 13: Nov. 7 (Mon.)**

► **Dr. Deb Aikat** (<http://hussman.unc.edu/directory/faculty/deb-aikat>): The Social Media Dilemma

(<https://uncch.instructure.com/courses/8649/files/626184?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626184/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626184/download?download_frd=1)) (ppt

(<https://uncch.instructure.com/courses/8649/files/626185?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626185/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626185/download?download_frd=1)) )

The Social Dilemma (<https://www.thesocialdilemma.com/>) Netflix's 2020 docudrama (**Be prepared to discuss these questions on the ethical implications of social media in our Nov. 11 (Mon.)**

**class** (<https://docs.google.com/document/d/1bzykzKms4-jNoC1MAamZsUGsnXAs5E-fbyPBMHICTPg/edit?usp=sharing>)).

◆ **Complete before class:**

◆ **Be prepared to discuss these questions on the ethical implications of social media in class**

(<https://docs.google.com/document/d/1bzykzKms4-jNoC1MAamZsUGsnXAs5E-fbyPBMHICTPg/edit?usp=sharing>).

◆ Read: Deb Aikat: The Social Media Dilemma

(<https://uncch.instructure.com/courses/8649/files/626184?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626184/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626184/download?download_frd=1)) (ppt

(<https://uncch.instructure.com/courses/8649/files/626185?wrap=1>) ↓

([https://uncch.instructure.com/courses/8649/files/626185/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626185/download?download_frd=1)) )

◆ Read: Facebook's rebuke: What "The Social Dilemma" Gets Wrong

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**Reset Student**

**Leave Student View**

- ◆ Read: [What Netflix's The Social Dilemma gets wrong about Big Tech](https://www.cbc.ca/news/entertainment/netflix-social-dilemma-tech-1.5740351) (<https://www.cbc.ca/news/entertainment/netflix-social-dilemma-tech-1.5740351>) by Jackson Weaver, CBC News
- ◆ Read: [Unplug and Run](https://www.nytimes.com/2020/09/09/movies/the-social-dilemma-review.html) (<https://www.nytimes.com/2020/09/09/movies/the-social-dilemma-review.html>) by Devika Girish (*The New York Times* review of 'The Social Dilemma')
- ◆ Browse: [Social Dilemma website](https://www.thesocialdilemma.com/) (<https://www.thesocialdilemma.com/>)

## ► Week 13: Nov. 9 (Wed.):

- [Dr. Deb Aikat](http://hussman.unc.edu/directory/faculty/deb-aikat) (<http://hussman.unc.edu/directory/faculty/deb-aikat>): [Lessons Learned in MEJO 101: Top 15 takeaways](https://uncch.instructure.com/courses/8649/files/626183?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626183?wrap=1>)  ([https://uncch.instructure.com/courses/8649/files/626183/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626183/download?download_frd=1)) ([Whatever you do, don't forget these top takeaways](https://uncch.instructure.com/courses/8649/files/626183/download?download_frd=1) (<https://uncch.instructure.com/courses/8649/files/626183?wrap=1>)  ([https://uncch.instructure.com/courses/8649/files/626183/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626183/download?download_frd=1)) ) ([ppt version](https://uncch.instructure.com/courses/8649/files/626182?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626182?wrap=1>)  ([https://uncch.instructure.com/courses/8649/files/626182/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626182/download?download_frd=1)) )
- ◆ [Dr. Deb Aikat](http://hussman.unc.edu/directory/faculty/deb-aikat) (<http://hussman.unc.edu/directory/faculty/deb-aikat>) & [Ms. Hailey Allen](https://www.linkedin.com/in/hailey-grace-steele-84119565/) (<https://www.linkedin.com/in/hailey-grace-steele-84119565/>): MEJO 101 Media Moment discussion

### ◆ Complete before class:

- ◆ What Is the Metaverse? The Future Vision for the Internet - WSJ
- ◆ Read: [Matthew Ball's thoughts on the Metaverse](https://www.matthewball.vc/all/forwardtothemetaverseprimer) (<https://www.matthewball.vc/all/forwardtothemetaverseprimer>)
- ◆ Read: [From The Attention Economy To The Creator Economy: A Paradigm Shift](https://www.forbes.com/sites/claralindhbergendorff/2021/03/12/from-the-attention-economy-to-the-creator-economy-a-paradigm-shift/?sh=45e8275efaa7) (<https://www.forbes.com/sites/claralindhbergendorff/2021/03/12/from-the-attention-economy-to-the-creator-economy-a-paradigm-shift/?sh=45e8275efaa7>)
- ◆ View: [Supporting Local Retailers This Diwali | Not Just A Cadbury Ad Campaign Video](https://www.youtube.com/watch?v=5WECsbqAQSk) (<https://www.youtube.com/watch?v=5WECsbqAQSk>) (Oct. 22,2021) Cadbury advertisement powered by AI & Machine Learning.
- ◆ Complete **Fortnight Quiz#6** (available 12:15 p.m., **Nov. 11**, complete by 11:55 p.m. **Nov. 13**) worth 12 points.

## ► Week 14: Nov. 14 (Mon.):

- [Prof. Spencer Barnes](http://hussman.unc.edu/directory/faculty/spencer-ryan-barnes) (<http://hussman.unc.edu/directory/faculty/spencer-ryan-barnes>): [The power of graphic design, information design, and 3D animation and VFX for visual explanations](https://uncch.instructure.com/courses/8649/files/626183?wrap=1) (<https://uncch.instructure.com/courses/8649/files/626183?wrap=1>)

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◆ Read: [Grades & exams for MEJO 101 \(https://uncch.instructure.com/courses/8649/files/626181?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626181?wrap=1) ↓ (https://uncch.instructure.com/courses/8649/files/626181/download?download\_frd=1)

## ► Week 14: Nov. 16 (Wed.):

- Workday to prepare for final exam prep and to foster mental wellness
- Earn 10 points: [Evaluate MEJO-101 \(https://blueeval.unc.edu/Blue/\)](https://blueeval.unc.edu/Blue/) & Earn 10 points by

confirming (before by 11:30 p.m., Nov. 30): "[I completed end-semester evaluations \(https://sakai.unc.edu/samigo-app/servlet/Login?id=b98bc190-fcfe-4aeb-8943-de78e4e0edf31619338829428\)](https://sakai.unc.edu/samigo-app/servlet/Login?id=b98bc190-fcfe-4aeb-8943-de78e4e0edf31619338829428)" or respond to [MEJO-101-End\\_Semester\\_Evaluation \(https://sakai.unc.edu/samigo-app/servlet/Login?id=b98bc190-fcfe-4aeb-8943-de78e4e0edf31619338829428\)](https://sakai.unc.edu/samigo-app/servlet/Login?id=b98bc190-fcfe-4aeb-8943-de78e4e0edf31619338829428) in [Test & Quizzes \(https://sakai.unc.edu/portal/site/1e29b257-61c9-4f84-9ffe-7afb40d4693d/tool/69439ecc-a4e2-4afe-91a0-5ce3ccb0c20f/jsf/index/mainIndex\)](https://sakai.unc.edu/portal/site/1e29b257-61c9-4f84-9ffe-7afb40d4693d/tool/69439ecc-a4e2-4afe-91a0-5ce3ccb0c20f/jsf/index/mainIndex)

◆ *Complete before class:*

## ► Week 15: Nov. 21 (Mon.):

- *Proven strategies to restore Media Trust (WEHCO)*

◆ *Complete before class:*

◆ Read: [Impartiality Is the Source of a Newspaper's Credibility \(https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat\\_media\\_trust\\_tech\\_transforms/Hussman\\_WSJ\\_op-ed\\_Impartiality\\_Is\\_the\\_Source\\_of\\_a\\_Newspaper\\_9\\_10\\_2019.pdf\)](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/Hussman_WSJ_op-ed_Impartiality_Is_the_Source_of_a_Newspaper_9_10_2019.pdf) (Walter Hussman's WSJ op-ed)

◆ Read: [Hussman's Statement of Core Values \(https://www.arkansasonline.com/corevalues/\)](https://www.arkansasonline.com/corevalues/) (graphic version [https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat\\_media\\_trust\\_tech\\_transforms/hussman\\_core\\_values.jpg](https://sakai.unc.edu/access/content/group/1e29b257-61c9-4f84-9ffe-7afb40d4693d/Aikat_media_trust_tech_transforms/hussman_core_values.jpg))

◆ Read MEJO 101 Final Exam details

◆ Complete **Fortnight Quiz#7** (available 12:15 p.m., **Nov. 23**, complete by 11:55 p.m. **Nov. 25**)

worth 12 points.

## ► Week 15: Thanksgiving holiday (no class) from Nov. 23

(Wed.) through Nov. 27 (Sun.)

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may accomplish to stay ahead.

## ► Week 16: Nov. 25 (Mon.):

► **Prof. Spencer Barnes** (<http://hussman.unc.edu/directory/faculty/spencer-ryan-barnes/>): **The power of graphic design, information design, and 3D animation and VFX for visual explanations** (<https://uncch.instructure.com/courses/8649/files/626192?wrap=1>)   
([https://uncch.instructure.com/courses/8649/files/626192/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626192/download?download_frd=1))

### ◆ Complete before class:


◆ Read: **Grades & exams for MEJO 101** (<https://uncch.instructure.com/courses/8649/files/626181?wrap=1>)   
([https://uncch.instructure.com/courses/8649/files/626181/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626181/download?download_frd=1))



## ► Week 16: Nov. 30 (Wed.):

► Last day of class: MEJO 101 Final exam

► Final exam at 5:45 p.m., Nov. 30 (Wed.) will be a cumulative closed book test. You'll have 60 minutes to answer 50 multiple-choice questions. You'll have 60 minutes to answer 50 multiple-choice questions, each worth 3 points.

### ◆ Complete this week:

► Earn 10 points: Evaluate MEJO-101 & Earn 10 points by confirming (by 11:30 p.m., **Nov. 30** (<https://uncch.instructure.com/courses/8649/files/626193?wrap=1>)   
([https://uncch.instructure.com/courses/8649/files/626193/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626193/download?download_frd=1)) (Wed.): "I completed end-semester evaluations" or respond to MEJO-101-End\_Semester\_Evaluation in Canvas Quizzes

◆ **Tips to ace** Final Exam on Nov. 30 (Wed.): **Final Exam (Nov. 30) reading list (we highlighted key readings for you to focus)** (<https://uncch.instructure.com/courses/8649/files/626193?wrap=1>)   
([https://uncch.instructure.com/courses/8649/files/626193/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626193/download?download_frd=1)) + **Grades & exams for MEJO 101** (<https://uncch.instructure.com/courses/8649/files/626181?wrap=1>)   
([https://uncch.instructure.com/courses/8649/files/626181/download?download\\_frd=1](https://uncch.instructure.com/courses/8649/files/626181/download?download_frd=1))

**Course evaluation details** (<https://curricula.unc.edu/course-evaluations/>):

◆ Week of Nov. 16, Mon.: **We invite you to evaluate this course** (<https://curricula.unc.edu/course-evaluations/>). (Week 14) 101-End\_Semester\_Evaluation in Canvas  
◆ Nov. 30, Wed.: **Deadline to complete evaluations** (<https://curricula.unc.edu/course-evaluations/>)

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## ► Week 17: Dec. 8 (Thu.)

- **1 p.m. to 1:50 p.m., Dec. 8 (Thu.):** MEJO 101 Finals Week debrief and a celebration of MEJO 101 (re-scheduled from 4 p.m. Dec.5 due to exam conflicts)]
- ◆ Our celebration of MEJO 101 will be convened in a Zoom session (Zoom link will be shared in our class).
- ◆ **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.

## ► Week 16 & 17: Key dates for end-of-semester activities

### Course evaluation details [\(https://curricula.unc.edu/course-evaluations/\)](https://curricula.unc.edu/course-evaluations/):

- ◆ Week of Nov. 16, Mon.: [We invite you to evaluate this course](https://curricula.unc.edu/course-evaluations/) [\(https://curricula.unc.edu/course-evaluations/\)](https://curricula.unc.edu/course-evaluations/). (Week 14) 101-End\_Semester\_Evaluation in Canvas
- ◆ Nov. 30, Wed.: [Deadline to complete evaluations](http://curricula.unc.edu/course-evaluations/) [\(http://curricula.unc.edu/course-evaluations/\)](http://curricula.unc.edu/course-evaluations/) (course evaluation site closes Nov. 30 (Wed.), last day of classes. Quizzes.
- ◆ Classes End: Nov. 30, Wed.
- ◆ **Finals week details for Fall 2022:**
- ◆ [Final exam schedule for Fall 2022](https://registrar.unc.edu/academic-calendar/final-examination-schedule-fall/) [\(https://registrar.unc.edu/academic-calendar/final-examination-schedule-fall/\)](https://registrar.unc.edu/academic-calendar/final-examination-schedule-fall/)
- ◆ Reading Day#1: Dec. 1, Thurs.
- ◆ First day of exam: Dec. 2, Fri.
- ◆ Reading Day#2: Dec. 7, Wed.
- ◆ Last day of Exams: Dec. 9, 2022 (Fri.)
- ◆ Fall Commencement: Dec. 11, 2022 (Sun.)

### **\*\* Fall 2022 updates:**

- Earn 10 points: [Evaluate MEJO-101](https://blueeval.unc.edu/Blue/) [\(https://blueeval.unc.edu/Blue/\)](https://blueeval.unc.edu/Blue/) & Earn 10 points by confirming (before by 11:30 p.m., Nov. 30): "[I completed end-semester evaluations](https://uncch.instructure.com/courses/8649/assignments/10252) [\(https://uncch.instructure.com/courses/8649/assignments/10252\)](https://uncch.instructure.com/courses/8649/assignments/10252)" or respond to [MEJO-101-End\\_Semester\\_Evaluation](https://uncch.instructure.com/courses/8649/assignments/10252) [\(https://uncch.instructure.com/courses/8649/assignments/10252\)](https://uncch.instructure.com/courses/8649/assignments/10252) in [Canvas Quizzes](https://uncch.instructure.com/courses/8649/assignments/10252) [\(https://uncch.instructure.com/courses/8649/assignments/10252\)](https://uncch.instructure.com/courses/8649/assignments/10252)
- Tips to ace Final Exam on Nov. 30 (Wed.): [Final Exam \(Nov. 30\) reading list \(we will highlight by Nov. 23 key readings for you to focus\)](https://uncch.instructure.com/courses/8649/files/626193?wrap=1) [\(https://uncch.instructure.com/courses/8649/files/626193?wrap=1\)](https://uncch.instructure.com/courses/8649/files/626193?wrap=1)

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► Earn +5 points: C ([https://unc.az1.qualtrics.com/jfe/form/SV\\_a3GRTyDzkUYvaHY](https://unc.az1.qualtrics.com/jfe/form/SV_a3GRTyDzkUYvaHY))  
complete “media motivation” survey by 11 p.m., Oct. 2 (Sun.).

([https://unc.az1.qualtrics.com/jfe/form/SV\\_a3GRTyDzkUYvaHY](https://unc.az1.qualtrics.com/jfe/form/SV_a3GRTyDzkUYvaHY)) + To earn +5 points, respond to Yes, I  
completed “media motivation” survey

(<https://uncch.instructure.com/courses/8649/assignments/10256>) in Canvas Quizzes

(<https://uncch.instructure.com/courses/8649/assignments/10256>)

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