

# From Gutenberg to Zuckerberg



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# MEJO 101

# From Gutenberg

# to Zuckerberg

# with Gary Kayye

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Office Hours: By Appointment Only

From Gutenberg to Zuckerberg will likely be your first-ever large-format group discussion course. Unlike most 101-style classes, this one isn't designed to "weed-you-out" or flunk you. This one introduces students to media history and contemporary issues in media and journalism, including advertising and PR. Students will learn about the vast array of impressive offerings in the Hussman School of Journalism and Media, including political communication, public relations (PR), advertising, and journalism. This introductory course will feature readings on media history and contemporary media across these domains, discussion-oriented lectures that provide students with a framework for understanding the relationship between media and social life, and collaborative activities and thoughts/sharing.

Throughout the course, we will discuss pressing issues about media and society through the lens of what has come before. And we will try our hand at thinking through the hard decisions that practitioners have to make every day today quickly. By the end of this course, students will have an understanding of media history, will have thought critically about a critical set of issues relating to media that are resonant in our own era, and will have learned to apply their knowledge and skills to real-world problems and opportunities.

SEMESTER  
**FALL 2023**

CLASS LOCATION  
**Chapman Hall 201**

# What is Media?

In most *Journalism Schools* nationwide, the curriculum includes journalism (news writing and reporting as well as broadcast), advertising, and public relations. Here at the UNC Hussman School of Journalism and Media, we also have Strategic Communications as part of Journalism.

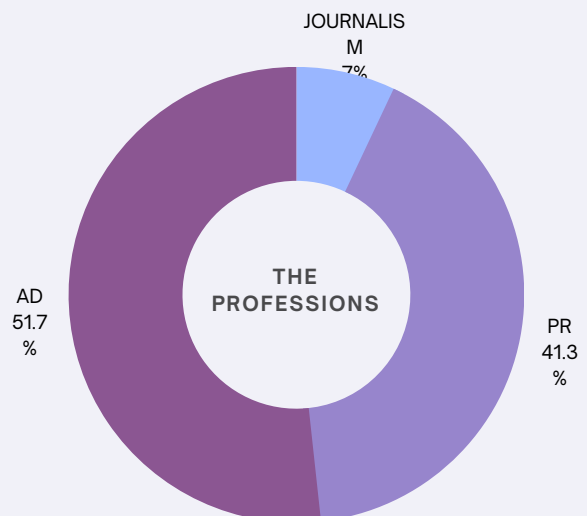
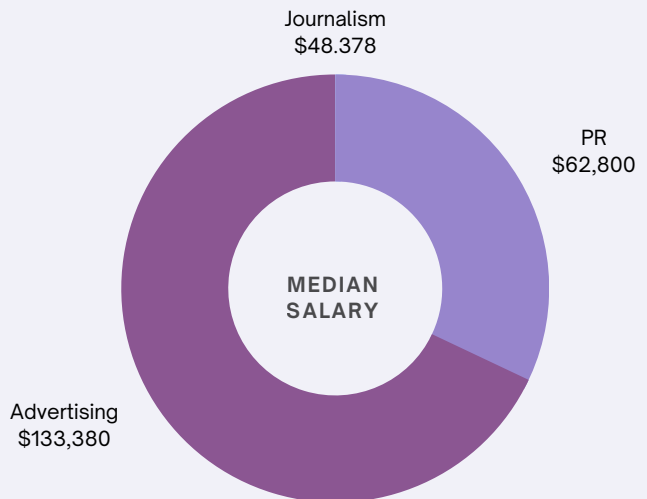
So no, Journalism is NOT dead!

## Readings

Readings for the class will be made available on Sakai or otherwise provided. Any readings on this syllabus may change to accommodate real-life events – we will always provide notification.



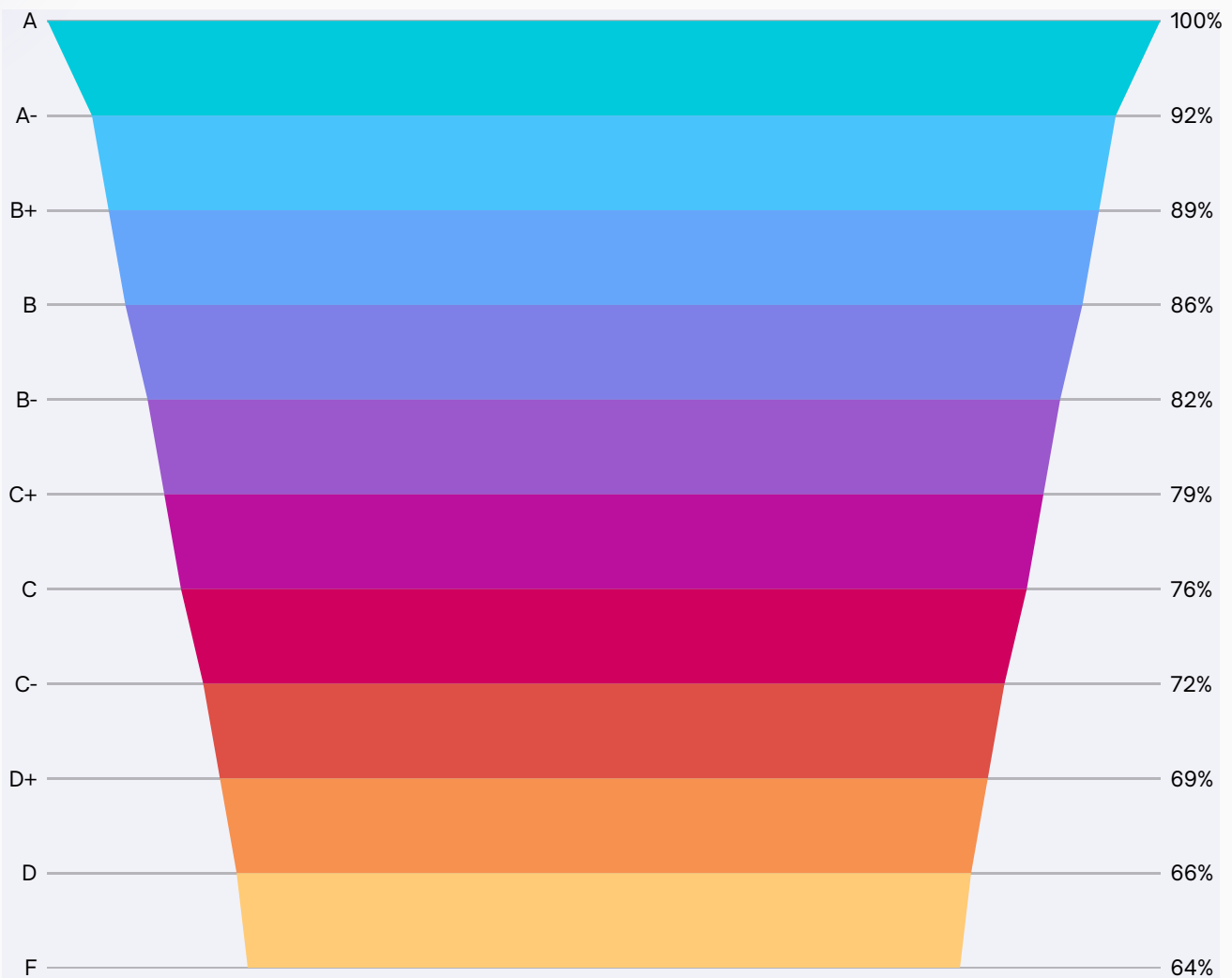
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# Grades

Students always care about grades. Unlike most 101-level classes, MEJO 101 will not be hard to get a good grade in. However, you **MUST** attend class to get an A. That is the easiest way to an A. Attendance/Participation is 50% of your grade, as we want active participation in the course. And that will happen in person, in Chapman Hall 201.



# Grading Rubric

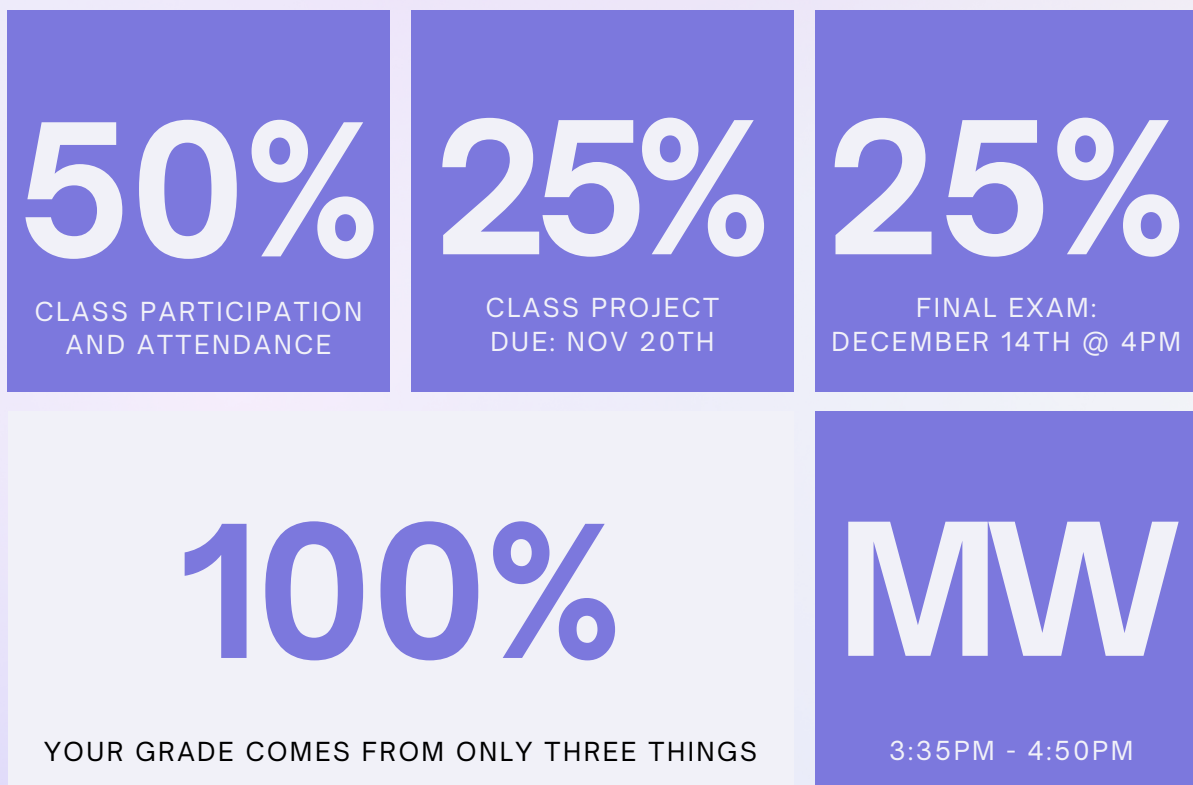
- Participation/Attendance: 50%
- Your Project: 25%
- Final Exam: 25%

# Course Schedule

After addressing the history of media, this course will follow real-life events in and around media - and all parts of media; Journalism, Advertising, and PR. And, as you likely know, media is moving at a faster pace than ever before. So, having a set schedule of what we will cover all semester to publish at the beginning of a semester would be doing you a disservice. So, we will cover what is going on in the news, pop culture, publicity, entertainment, scandals, good news, bad news, influencers, social media, movies, TV, and newsmakers, how tech influences what you see, hear, and watch, and how the world of media is elastic.

And, every once in a while, you - the class (YOU) - will set the agenda for the day - what are you seeing, hearing, and experiencing in any or all segments of media. So, come prepared to talk, participate, and debate.

That said, I have been teaching long enough to know that UNC students always want to know when a project is due, when is the test, or an event is scheduled that may affect their grades. So, I can give you that, right?



***Your Fall 2023 Important Dates***

MEJO 101 - FALL 2023 - GARY KAYYE



## Accessibility

We expect you to attend this class in person, but we understand that things in life come up. To this end, the slides for the lectures of the class will be made available throughout the course. You must attend the Wednesday classes. If for some reason you cannot be there because of illness or another important reason, we ask that you communicate with us with as much advance notice as possible. If you need information about other accommodations visit the Accessibility Services website at <https://accessibility.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.

## Honor Code

I expect that each student will conduct themselves within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

## Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructors. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

## Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

## Title IX

Any student 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).

## Diversity, Equity, and Inclusion

Diversity, Equity, and Inclusion prohibits policies, procedures or practices relating to willful discrimination based on 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 (<https://eoc.unc.edu/>) ensures compliance of Carolina's Policy on Prohibited Discrimination, Harassment and Related Misconduct (<https://policies.unc.edu/TDCClient/2833/Portal/KB/ArticleDet?ID=132487>).