

# The Media Revolution: From Gutenberg to Zuckerberg and Beyond

## MEJO 101

**F**rom Gutenberg to Zuckerberg is a hands-on, group-work oriented course that will introduce you to media history and contemporary issues in media and journalism. You'll learn about the vast array of amazing offerings in the Hussman School of Journalism and Media, including political communication, public relations, advertising, public health, and, of course, journalism. This course will feature readings on contemporary issues across these domains, discussion-oriented lectures that provide students with a framework for understanding the relationship between media and social life, and collaborative, group-based activities that take advantage of a unique learning space in Carroll Hall.



*The movable-type printing press was invented by Johannes Gutenberg In Germany, around 1440. It launched a series of media “revolutions.” Mark Zuckerberg facilitated one of the most recent when he launched “Thefacebook” in his Harvard dorm. The Meta empire now owns four of the biggest social media platforms totaling more than seven billion monthly active users. (Illustration by Leonardo.Ai)*

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 quickly make everyday. By the end of this course, you will have thought critically about a key set of issues relating to media that are resonant in our own era, and will have learned to apply your knowledge and skills to real world problems ranging from content moderation on platforms to public health campaigns.

## Spring 2024

Monday and Wednesday, 3:35-4:40 p.m.

Carroll Hall 111

Canvas site: <https://uncch.instructure.com/courses/52450>

Zoom site: [https://unc.zoom.us/j/96380784519?](https://unc.zoom.us/j/96380784519?pwd=blhoUWdjOXcyKy9kNDNUSU5aYTZ6Zz09)

[pwd=blhoUWdjOXcyKy9kNDNUSU5aYTZ6Zz09](https://unc.zoom.us/j/96380784519?pwd=blhoUWdjOXcyKy9kNDNUSU5aYTZ6Zz09)

(Meeting ID: 963 8078 4519, Passcode: 466236, **UNC Zoom SSO must use login with UNC email address that ends with @email.unc.edu**)

## Your Instructors

### Lee Meredith

225-400-7711

[lmeredith@unc.edu](mailto:lmeredith@unc.edu)

Personal Zoom meeting room (<https://unc.zoom.us/my/leemeredith>)

Student appointments

[Book time with me](#)

Tuesday and Thursday, 2:30-4:00 p.m. (or contact me by email if you need a different time)

I was fortunate to have a rich and varied career, working in several different media businesses. I retired from my job as a television station general manager in 2018 and began teaching here that same year. I started working in television news when I was a senior in college, and I think of myself first and foremost as a journalist. Having said that, I also worked briefly in public relations and advertising. The duties of a television station general manager include oversight



of the news operation, but also marketing, public relations, and technological advancements.

I was born in Houston and was lucky to be able to work as a reporter there at a television station that I grew up watching. I earned a few awards as a reporter and producer and then was able to move into a managerial role running a news operation as a news director. I did that for about a dozen years before I was able to secure a position as the general manager of a TV station for Raycom Media (now Gray TV). I worked for Raycom for 20 years as a VP/GM. During that time, I was named "GM of the Year" by Broadcasting & Cable, selected as "Broadcaster of the Year" by the Louisiana Association of Broadcasters and inducted into the Silver Circle by the Nashville/Midsouth chapter of the National Academy of Television Arts & Sciences.

Full disclosure here – there were plenty of bumps in the road as there are for most of us. My teams achieved successes beyond my imagination, and I couldn't be prouder of that. I made plenty of mistakes and I'm willing to share some of those with you in the context of our discussions about critical media issues.

## Grace Connery

[cggr@unc.edu](mailto:cggr@unc.edu)



Originally from Bucks County, Pennsylvania, I completed my undergraduate degree at the University of St Andrews in Scotland. My main areas of study at St Andrews included Management, with a focus on advertising and sustainability, and the History of Art, where I focused on Leonardo Da Vinci and European works. Outside of my degree, I very much enjoyed getting involved in campus extracurriculars, which led me to being a writer and editor for the university newspaper, playing on the golf team, and directing our university fashion show: Catwalk. I am very happy to be back in the US after living abroad, and am currently pursuing my master's in media and communications.

# Course Description

An introduction to the various facets of communication from the objective world of news media to the persuasive worlds of advertising, public relations, and social media. Developing skills and strengthening knowledge concerning media and communication industries, their content, and their effects on society as well as on individuals

## Objectives

- Engage with key faculty members in the Hussman School of Journalism and Media. Class lectures by these professors will help you to determine if the School offers an optimal path for you.
- Media Literacy: Critically evaluate media content, consumption, disruption and best practices in the media professions. 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 communication strategies that advance an organization's goals and mission.
- Visual Communication: Explain and apply media theories in the use and presentation of images, data and information. Understand the appropriate tools and technologies to integrate the verbal and the visual.
- 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.



# Attendance Policy

## University Policy

Here's the relevant excerpt from the [University policy on attendance](#):

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

## Class Policy

If you cannot attend a class due to illness, please email [Lee](#) or [Grace](#) **prior** to class. Otherwise, your absence will be unexcused. If you believe you will need to miss a class for a reason that falls within the policy above on University Approved Absences, please communicate with us in writing as soon as practical. More than three unexcused absences will affect your participation grade for this course.

The instruction mode for this course is **in-person**. Zoom livestreams and recordings may be made available, but they will not count toward your attendance. To be clear, **if you are experiencing symptoms of an illness (including COVID-19), you should not attend class and your absence will be excused if you communicate with us prior to start of class.**

We will take attendance in class online using the UNC Check-In app and/or Poll Everywhere. You can get information about downloading the [Check-In app here](#).

## Required Materials

Readings will be assigned in Canvas on an ongoing basis. You will not need to purchase any materials for this course.

## In-Class Participation

You will need to actively participate in class. Participation will include discussion of the text material and the leadership books, presentation of current events, questions for our guest speakers, and playing active roles in group activities.

## Exams

The mid-term will cover the first half of the class. The final will focus more on the second half, but it will also include questions that are cumulative. Questions will be primarily multiple choice or true-false. The material covered in the exam will come from the readings, guest speakers or concepts covered by the instructors in class.

## Generative AI

Generative AI is a major issue for media and journalism companies of all types and it will be a major topic of discussion for this class. You are encouraged, even expected, to use generative AI in your work for this course. Your usage for work that is graded for this class must fall within the guidelines established by the University.

# Grading

## Grading Scale

A = 95-100

A- = 90-94

B+ = 87-89

B = 83-86

B- = 80-82

C+ = 77-79

C = 73-76

C- = 70-72

D = 65-69

F = below 65

## Grade calculation

Attendance/participation/peer review (Excessive absences are reflected as a deduction.)	15%
In-class team projects	20%
Major team project	25%
Exams (20% midterm/20% final)	40%

You will not receive a passing grade in this course unless all assignments are completed.

## Honor Code

We expect that all students 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 Associate Dean Julie Dixon-Green, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.



## Accessibility

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including academic adjustments, 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 for students are determined through Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws.

Please refer to the [ARS Website](#) for contact information or email [ars@unc.edu](mailto:ars@unc.edu).

## 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.

To initiate services with the Hussman Embedded Counselor, Carolyn Ebeling, email them at [cebeling@email.unc.edu](mailto:cebeling@email.unc.edu) to schedule. Carolyn meets with students by appointment only and works exclusively with Hussman students. Available services include an initial assessment of needs, individualized planning for reported concerns, initiating engagement in brief therapy, connection to group therapy services, medication management, and referral coordination. Services are offered both in-person and by telehealth. Same-day, walk-in services are available at CAPS (3rd floor, Campus Health) Monday-Friday, 8AM-5PM.

For crisis or 24/7 support, call CAPS at 919-966-3658 or call/text 988 for the Suicide and Crisis Lifeline.

# Title IX

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. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@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).

## Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](http://safe.unc.edu)) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

# Diversity Statement

We will strive to make this classroom an inclusive space for all students. Please let us know if there is anything we can do to improve; We appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

# Weekly Class Schedule

Go to the MEJO 101 Canvas site for a continuously updated course schedule.

Date	Topics Covered	Reading/Assignments (Readings should be completed prior to class on the days listed below)
Jan. 10		
Jan. 17	Journalism Values and Our Fight for Survival, Lee Meredith	<u>Local journalism is on its knees - endangering democracy. Who will save it?</u> , The Guardian
Jan. 22		
Jan. 24		
Jan. 29		
Jan. 31		
Feb. 5		
Feb. 7		
Feb. 14		
Feb. 19		
Feb. 21		
Feb. 26		
Feb. 28		
Mar. 4		
Mar. 6	Mid-term exam	
Mar. 18		
Mar. 20		
Mar. 25		
Mar. 27		
Apr. 1		
Apr. 3		

Date	Topics Covered	Reading/Assignments (Readings should be completed prior to class on the days listed below)
Apr. 8		
Apr. 10		
Apr. 15		
Apr. 17		
Apr. 22		
Apr. 24		
Apr. 29		
May 3 at 4:00 p.m.	Final exam	

FINAL EXAM:

Monday, May 3, 4:00 p.m.

**SYLLABUS CHANGES:** We reserve the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.