

Diversity and the Media JOUR 455 Bowling Green State University 2008

Associate Professor of Journalism, Dr. Kathy Bradshaw

Office - 314 West Hall, Hours: T & R 2:30 to 3:30, and W 1:00 to 3:00

Sign up on daily schedule posted on the office door for an appointment during office hours.

E-mail to schedule an appointment outside of office hours.

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Course description:

Journalism 455 is concerned with issues of diversity in newspapers, on television news, and on news internet sites locally and nationally. Based on a foundation of social responsibility theory, students explore representations of race, gender, sexualities, and class in the work place and in news media representations. Working with a shared theoretical base of social responsibility, students examine a series of specific issues, place those issues in a broader cultural context, and develop an understanding of the relationships between diversity and democracy.

Course objectives: In Journalism 455 you will be

- 1) learning social responsibility theory;
- 2) deepening your appreciation of the relationship among journalism, diversity, and democracy;
- 3) practicing evaluations of media performance based on social responsibility standards;
- 4) becoming sensitive to the issues of class, race, gender, and sexualities in news coverage;
- 5) understanding relationships between news media employees and news media products;
- 6) synthesizing multiple views of media representations;
- 7) preparing to be a citizen able to evaluate news media performance in a democracy.

Books:

Don Heider, *White News: Why local news programs don't cover people of color* (Mahwah, New Jersey & London: Lawrence Erlbaum, 2000).

Patricia Bradley, *Women and the Press: The Struggle for Equality* (Evanston, Illinois: Northwestern University Press, 2006).

Carolyn Kitch, *The Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media* (Chapel Hill and London: The University of North Carolina Press, 2001).

Patrick S. Washburn, *The African American Newspaper: Voice of Freedom* (Evanston, Illinois: Northwestern University Press, 2006).

5 Course Activities

1. *White News* summary and reaction.

Document one: 5-7 pages - summarize each chapter.

Document two: 1-2 pages - describe your reaction to the book.

Evaluation: Content 50%; Following instructions 25%; Writing mechanics 25%;

2. Quiz I, Tuesday. Short answer and lists.

Quiz I covers social responsibility theory and the content of *White News*.

3. Quiz II, Short answer and lists.

4. Student Issue Presentation, various due dates determined after students select their topics. A description of the requirements for the presentation will be provided in class.

You are required to show me your completed presentation materials (as detailed in your handout) in a meeting on Tuesday or Wednesday of the week immediately previous to the week in which you give your topic presentation.

There is a 20% penalty for missing that meeting or failing to show me your completed presentation materials.

Students who miss their meeting to show me their completed presentation materials OR their scheduled presentation must turn in a 25 page paper on their topic two weeks after the scheduled time for their meeting with me.

5. Final Exam This short answer, take-home exam will be distributed during the final class period (12.11.08) and it will be due at the beginning of the scheduled, final-exam period the following week. The questions on the final are comprehensive and cover all of the material in the class. Note! You will need to describe the salient points from and compare the content among student presentations.

YOUR GRADE GRID

ACTIVITY	% of grade	Possible Points	Points Earned	Cumulative Points
1. <i>White News</i> Summary	20	200		
2. Quiz I	10	100		
3. Quiz II	20	200		
4. Issue Presentation	20	200		
5. Final	30	300		
Totals	100 %	1000		

GRADE SCALE: In points

A = 1000 to 930 points; B = 929 to 800; C = 799 to 690; D = 689 to 600; F = 599 or fewer

In percentages

A = 100 to 93%; B = 92.9% to 80%; C = 79.9% to 69%; D = 68.9% to 60%; F = 59.9% or fewer

Academic honesty: Plagiarism means to take another person’s work and present it as your own. This can mean that you copy someone else’s work, but it can also mean more than copying. It can mean that you ask someone else for a solution and then use their ideas as if they were your own. It would also be improper for anyone to intentionally allow someone else to use his or her work. A journalist must have a pristine reputation for being honest. The most extreme measures available will be applied to any individual who is dishonest in this class. Unless you are specifically directed to share resources, compare results, or to exchange critiques with another person in the class you should always assume that the work you are assigned should be completed on your own. The Department of Journalism and the University both have policies on plagiarism with which you should be familiar. Please come and talk to me if you have any doubts about where the line is drawn.

All work must be done for this class and for this class only. If work is done for another class, a student organization, an internship, or an employer, it may not be turned in for credit in JOUR 455. Students, who turn in work for credit in JOUR 455 that was also completed for another venue, risk failing JOUR 455.

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These assignments are subject to change to accommodate readings, guest speakers, videos, and student needs. Any needed changes will be announced in class. You are expected to read the assigned material before coming to class. Your final syllabus will include student names for the presentations. Readings will be assigned based on student selected topics.

Wk	Date/Assignment	Date/Assignment
1	Tuesday—8.26.08 Course overview. Introduction to assignments.	Thursday—8.28.08 Journalism, Diversity & Democracy
2	Tuesday—9.02.08 Part I - Social Responsibility Theory Hutchins & Kerner Ramadan	Thursday—9.04.08 Part II - Social Responsibility Theory Hutchins & Kerner
3	Tuesday—9.09.08 <i>White News</i> Due: White News Summary	Thursday—9.11.08 <i>White News</i> Quiz I
4	Tuesday—9.16.08 Student presentations	Thursday—9.18.08 Student presentations
5	Tuesday—9.23.08 Student presentations	Thursday—9.25.08 Student presentations
6	Tuesday—9.30.08 Student presentations Rosh Hashanah	Thursday—10.02.08 No Class – Bradshaw/ research conference
7	Tuesday—10.07.08 Student presentations	Thursday—10.09.08 No Class – Fall Break Yom Kippur
8	Tuesday—10.14.08 Student presentations	Thursday—10.16.08 Student presentations
9	Tuesday—10.21.08 Student presentations	Thursday—10.23.08 Student presentations
10	Tuesday—10.28.08 Student presentations	Thursday—10.30.08 Student presentations
11	Tuesday—11.04.08 Student presentations	Thursday—11.06.08 Student presentations
12	Tuesday—11.11.08 No Class - Veterans Day	Thursday—11.13.08 Student presentations
13	Tuesday—11.18.08 Student presentations	Thursday—11.20.08 Student presentations
14	Tuesday—11.25.08 Student presentations	Thursday—11.27.08 Thanksgiving - NO CLASS
15	Tuesday—12.02.08 Student presentations	Thursday—12.04.08 Student presentations
16	Tuesday—12.09.08 Student presentations day	Thursday—12.11.08 Student presentations day
17	Exam Week 12.15 to 12.19 – Final exam due --/ --/ --	

