



MCOM 105

Diversity
& Lifestyles

in the Media

Spring, 2010
www.profbob.com

Mondays & Wednesdays 3 - 4:15 DBH 133 Professor Bob Rucker
Office Hours: DBH 218 M/W 4:30-5pm or by appointment in advance (408) 924-3272

Course Description

MCOM 105 is an upper division mass communications interactive class which focuses on advertising, public relations, journalism and online messages which incorporate concepts and issues of ethnicity & race, gender, sexual orientation, religion and disability. Careful consideration is given to the purpose, impact and potential fallout of messages targeting minority groups. This class also looks at media hiring practices and media message decision-making regarding diverse cultures and lifestyles. Upper division standing is required. This class is open to all upper class SJSU students on campus as an elective outside their major. Any student in the School of Journalism and Mass Communications can meet a department elective requirement in advertising, public relations and journalism with this class. 3 units credit. No pass/fail grading option.

Goals & Objectives

To broaden the limited thinking and study of minorities in the media to see **diversity as a way to better appreciate people** with different values and interests so to **better understand their importance and contributions** in our society.

To see diversity outreach as "**pedagogy**" or **outreach to community in ways media teach large populations** about cultural groups, group behavior, values and priorities.

To **identify media** efforts which knowingly or unknowingly perpetuate **stereotypes, myths, and false opinions**.

To **develop creative new thinking and strategies** which effectively utilize new technologies to inform and educate accurately about diverse populations.

To **identify and assess media response to public calls for change in coverage** of different cultures and life experiences, evaluating traditional, non-traditional and new age approaches in advertising, public relations, journalism, television, radio, movies and books.

MCOM 105 Our Diversity - Do we & the media take it for granted?

It's been said because we live in a part of America where many cultures live, we think of "diversity" as a given. "It's second nature us, no big deal," one person in class once said. But doesn't that depend on who you're talking to in our community. Some people who feel they go unnoticed most of the time think they are regularly ignored or dismissed, or feel stereotyped by society. Maybe to them "diversity" means nothing if we don't get past "tolerating" people and start "appreciating" what each person has to offer.

The election of President Barack Obama is a great step forward. Yet this past summer, the media firestorm which erupted after African-American Harvard Professor Gates was arrested by Cambridge, Massachusetts police in his own home, the issue of racial profiling was brought front and center in the headlines by not only the president himself. It seemed for a few days in July there was on story after another from person of color interviewed by the online, broadcast and print media about their problems with local police. Yet the media focused more on the so-called "Beer Summit at the White House," skirted the question 'why don't Americans find a way to have a meaningful discussion about race in America?' Offering periodic special in-depth reports, like CNN's award-winning Blacks in America series, is impressive and helpful, but when will someone in the media host a national town hall meeting with people from all ethnic cultures interacting with the people who affect that lives and security everyday, like local police, businesses, insurance companies, and other community social and political powerbrokers? Given our diverse student enrollment, SJSU might be an excellent place to host such a candid and meaningful discussion and exchange of viewpoints and ideas. Why not?

Here at San Jose State University, we have people from nearly every cultural group on planet earth. There are so opportunities everywhere on this campus for students to interact and learn from each other. Yet because of mindset so many have that this is a "commuter school," and people must get in, get out and get on with other aspects of their lives, some of us never speak in meaningful ways with others on campus. Our new president's call for change and community service is being tested by all of us, especially the media. Most people turn to us or rely on us to identify and showcase what is happening and what needs to be done.

Our first step is to slow down long enough to care about this, and think about other cultures and life experiences. Most of us appreciate it when others don't look past us, but instead, ask our opinions or invite our input. News reports, documentaries, movies, books, online offerings, etc. are trying some dynamic efforts to get our attention and help us really try to value what all human beings have to offer.

This class is designed to enable the close study of these efforts, then invite **vigorous and candid discussions**, where we really learn something, broaden our perspective and start looking for common ground to facilitate real change.

You don't do this by just showing up and watching someone else do all the talking.

You don't help this class effort by constantly going online to check what you want to check vs. staying focused.

You don't deserve a grade above a "C" if you clearly offer very little and make little effort.

Laying low, just listening and not getting motivated about or involved in societal problems is precisely why these matter never get resolved and always flare-up when an incident makes the news. We all want to express our anger or discontent then after we've let the problem fester for long periods of time.

Racism, sexism, homophobia, religious prejudice, even unintentional disrespect for the disabled in our society never seems to end because we never show desire to face these sensitive issues with confidence that we can find acceptable common ground if we try. Welcome to MCOM 105. That's exactly what we are going to try to do this semester.

MCOM 105 In Class Interaction

1. **CUT THE NONSENSE.** Stop giving yourself false credit because you show up for every class. And stop trying to impress anyone by saying what you think they want to hear. That's nothing but phony contribution. You're NOT living up to your potential or expectation. Do this instead:
 - a. **KEEP UP WITH CURRENT EVENTS.** Find the time to catch up on the news. Start now paying closer attention to the details, and try to remember the key facts like you remember your favorite music groups or styles. Some day when it really matters...ie...on a job interview, at a job fair, when you want a promotion, whatever... if you have background knowledge of current events to draw on, you'll sound more impressive. If your answers to tough questions will show you were paying attention in college. Media people must showcase this, now more than ever, if they want to stand out among the long lines of college grads all looking for a good paying job.
 - b. **SEARCH FOR MORE EXPLANATIONS & BACKGROUND INFO ON YOUR OWN.** Everyone knows how to check their Facebook page or emails, but if you really want an advantage in your future career, start now developing the self help method of learning. No one expects you to immediately understand every news story or why it's important. It is reasonable, however, to expect college graduates, especially media people, to be curious and want to know more than most. It's difficult to do any sort of media if you don't know and understand what your mass audience knows. Staying uninformed and saying, "I'll do it when I'm paid well for it" is most ignorant thing for a professional person to ever think or say.
 - c. **COME TO CLASS READY TO SHARE WHAT'VE YOU'VE LEARNED.** Sitting there waiting for Professor Rucker to excite your interest in your education no sense. Some think your generation is lazy. Others say your generation of college student wants everything given to them. My very first boss in the news media said me in my first professional job interview...quote..."The only one impressed that you exist are the people who know and love you. The rest of us focus on what have you done for us lately?" Translation: EXCUSES like I'm naturally a shy person, or I get involved slowly are self imposed limitations. CUT THE NONSENSE. Get with the program now!
2. **BE RESPECTFUL AT ALL TIMES.** If we all do what is expected in this class, you are going to hear things you won't like or agree with at times. Allow the person to finish her/his thought then speak up, right then and there. No excuses like "I was going to say something, but our discussion moved on." Coward! Get Professor Rucker's attention and say your peace quickly and professionally. That means....
 - a. **KEEP YOUR COOL ALWAYS.** No foul language ever. Use your education and vocabulary to make your point in an intelligent way. It's not about scoring points, looking better or sound cool. Stop dreaming. Focus.
 - b. **DON'T WASTE TIME.** Prof. Rucker WANTS a healthy and lively exchange always, but he also has a lot to cover this semester. He can't read your minds and can forget whose hand was up for a long time. Before we move on in the discussion, SPEAK UP, say your peace QUICKLY, CLEARLY and without personal attacks ever. Being aggressive about providing meaningful input is ALWAYS welcome!
 - c. **"ENOUGH IS ENOUGH" MEANS STOP.** When Prof. Rucker says stop, he means it. Otherwise you will be asked to leave the class and you run the risk of forfeiting your class participation or overall course grade.
3. **REALLY LISTEN.** It's been said 'you learn little if your response to people doesn't address what they actually said.' Take notes as others speak. Copy down their name and address their comments specifically by their name. Diplomats usually feel progress is being made when people do that. Don't disagree just to be disagreeable. Offer a different point of view. If you agree, RE-PHRASE what they said another way. TRY! Don't cope out thinking they said this already.

MCOM 105 Outside of Class

1. **CUT THE NONSENSE.** The LEARNING about Diversity in Media never stops when class ends. You are studying on one of the diverse campuses in the United States, if not the world. Take FULL advantage of this:
 - a. **EXPLORE CAMPUS OUTSIDE CLASS.** Long before you were born students from all different majors on this campus were checking out what goes on here and why? BE CURIOUS. Go beyond the easy and make acquaintances with people outside your predictable comfort zone, then draw on their perspectives on issues. It is self defeating to by into the “commuter college” thinking. If you were invited to tour the White House, would you only go to the kitchen because looking for food is the only other thing you do outside of going to classes here? Da!
 - b. **CHALLENGE YOUR FEARS.** Again, we are used to nosey SJSU students on this campus. Your generation may be a bit timid about strangers approaching them, and you might want to talk yourself out of trying. Don’t whimper out! Be polite and be committed to trying. Be friendly in approach, but tell yourself it’s a time honored college tradition. Why would we admit so many different people with diverse perspectives if we didn’t want them to interact while here? Again...Da!
2. **OUR HOMEWORK CAN BE FUN FOR SOCIAL NETWORKING.** When you are assigned to do film study, online research, or a campus project, look for ways to make it “fun” as well as homework. Here’s how:
 - a. **GROUP MOVIE WATCHING.** Since we don’t have time to watch all the movies on our class Film Study webpage, get a group of campus and community friends together to watch some films with you at home. Talk and engage them like Prof. Rucker does the class, namely, get them think deeper about the diversity issues in the movie. When we talk about those issues in class, this is a chance to showcase your INFORMED knowledge.
 - b. **GET ONLINE REACTIONS.** Since people are into Twitter, Facebook, MySpace and other social networking sites, use it to get react to some of the things we talk about in class or the films you’ve screened. Don’t be surprised by unique viewpoints they offer. Share appropriate ones with us in class and in your assignments.
3. **WORK YOU NORMAL CIRCLE.** So many people in media today get many of their ideas for creative new ads, news stories, press release angles, etc. from their families and friends. You should tap into that key source:
 - a. **TALK ABOUT MCOM 105 TOPICS.** Some family members like to hear what you are learning. Some friends like to tease you for being a college “egghead.” Either way, they are challenging you to express what you’ve learned. Take advantage. Test your thoughts against there’s. Have a respectful debate. Try your hand at facilitating an in-depth, and yes, sometimes heated discussion. You might as well start now. It’s going to happen later anyway!
 - b. **PLAY ‘DEVIL’S ADVOCATE’.** Play Prof. Rucker...Make the crazy sounds he makes if you like...just have fun forcing discussions to broaden out and include other perspectives. The trick to this technique is NOT to tick people off. Your goal is to get people to confront ideas and opinions that go up against their beliefs or comfort zone. Even people with diehard opinions can teach you a lot about how important or strongly issues are felt.

* In whatever you do outside of class, always act responsibly and respectfully with others, no matter what. *

MCOM 105 – IN CLASS POLICIES – STUDENT BEHAVIOR

Professor Rucker has very definite expectations for student conduct in the class. These policies are designed to prepare all students for the real world and expectations in the professional workplace. Expect NO negotiations of these policies or any individual or special treatment.

For Example:

All students have a TEN MINUTE window at the start of class time to arrive in the classroom QUIETLY. After that, no MCOM 105 student may enter the classroom. NO EXCEPTIONS, even with guest speakers sessions. Late students may stand outside, listen and take notes, but you may not participate in that class. If a late student attempts to violate this procedure and enter the classroom late, Prof. Rucker can stop the class session and ask you to leave immediately. The class session will not resume until that student quietly departs the room.

During class discussions, all students enrolled are expected to participate by speaking up and contributing to the class conversation. Class participation grades are based on what each student contributes in terms of substantive info, not personal opinions all the time.

NO LAPTOP USE IN CLASS unless assigned by Prof. Rucker. You may be asked to leave the room if you violate this School of Journalism policy.

See more online: All Prof. Rucker classes - [CONDUCT POLICES](#). (Posted on www.profbob.com)
All students in Prof. Rucker classes are responsible for knowing them and fully complying.

Online - Text, Other Readings & Current Events

MCOM 105 will utilize a wide range of reading materials for class study. Student assignments will be given and class and posted, most times on Professor Rucker's website. (Hyperlinks below are active online. Click to see details.)

Professor Rucker's website is at: <http://www.profbob.com> Click on class link.

CLASS TEXTBOOK: ([Free Download](#)) ["News in a New America"](#)

Professor Rucker will assign chapters and test students on those chapters, and other posted information assigned, throughout the semester. Look on his website for pertinent & timely class materials and links to news articles, advertisements, press releases, book excerpts, videos, etc. This will help all students be prepared for class discussions and assignments.

If you miss any assignment given in class, go online for an update or contact a MCOM 105 classmate. Do not contact Prof. Rucker to ask for information you missed by missing class. Expect no response to those inquiries.

CURRENT EVENTS is stressed in all Professor Rucker classes. As President Abraham Lincoln reportedly said...
"Before you shoot off your mouth, make sure your brains are loaded." Use news links online to find information.

Daily students should keep up with local, state, regional, national and international headlines and news. Saying "I don't have time" is a lame excuse. Ignorance is too easy to recognize when asked a basic question later. Don't let people discount you or your contribution then. To prevent that, start building your world news knowledge base now.

MCOM 105 GRADING

This is a very interactive class. Students must volunteer to speak up every class meeting, and not wait to be called on all the time. Students must also interact respectfully with guest speakers and ask pertinent and appropriate questions based on class discussions. Writing assignments are always due on the date assigned and serve as individual grade assessment opportunities. Tests on readings will be announced in class. Bring a pencil to all tests.

CLASS PARTICIPATION IS WORTH **40%** OF YOUR OVERALL MCOM 105 GRADE.

You lower your participation grade if you have nothing new, pertinent or substantive to offer to forward our class discussions. Improve your participation grade by "taking the initiative" and researching something that catches your eye that is timely and pertinent to issues being discussed in this class. All students will be asked about current events and encouraged to volunteer and share life experiences pertinent to our study and understanding of diversity.

MCOM 105 students may also be asked to go out on campus and in the community to meet, and take notes on discussions with diverse groups of people. Questions will be discussed in class before any such assignment. Students must bring back proof of doing these probing interview assignments by reporting, in a written assignment, the full name, title, phone number and email address for individuals interviewed. Prof. Rucker must be able to verify these contacts.

Students missing any class due to illness, death in the family, or some other SJSU accepted sanction MUST call Prof. Rucker's office in advance of class and identify the concern briefly. Speak directly with him or leave a message on his office phone (408-924-3272). Not all requests for excused absence will be approved. All missed assignments should be gotten from website or from a MCOM 105 classmate. Prof. Rucker will not update students with unexcused absences.

Finally, always remember attending every class meeting is expected. So is breathing and walking. You get no credit for just showing up every class period. What you do to help create a LIVELY INTERACTIVE class is always being noted and evaluated. If you resist speaking up with excuses like being shy, you are volunteering for a grade reduction penalty.

ASSIGNMENTS ARE WORTH **30%** OF YOUR OVERALL MCOM 105 GRADE.

Anything to be written and turned into Professor Rucker must always be type-written.

NO E-mailing assignments unless specifically told to do so by Professor Rucker. No exceptions. Unauthorized emailed assignments will be deleted and no credit will be given. Follow Directions.

On a regular basis, MCOM 105 students will be assigned readings to evaluate in writing. The length and format for each assignment will be noted in class. All written reports must be turned in the day they are due, no exceptions. These short form papers must include specific information assigned by Prof. Rucker, and demonstrate evidence of student research. **Sources of information, including names, titles and where the information was printed or posted (URLs) must be included in the paper.** Opinions are never graded. How well developed the student paper is, including the demonstration of student effort through sources information included, will be assessed. These regular assignments usually receive a check (for passing) or no credit grades.

Expect No extensions and No make-ups for these regular written assignments. "You snooze, you lose." Missed assignment work to lower this 30 % of your overall grade at semester's end. Additionally...Periodically guest speakers will address the class. Whenever advanced notice is possible, Prof. Rucker will identify the guest's name and title in advance of the guest lecture. Students MUST do some research, develop understanding of the guest's background, experience, positions or publications.

GUEST SPEAKERS are asked to talk honestly and candidly with students about the diversity issues we focus on in this class. You should do the same with them, respectfully. **ASK** questions of pertinence and importance for grade credit.

REQUIRED FOR ALL GUEST SPEAKERS:

All MCOM 105 students **MUST** develop, type and turn in **FIVE INFORMED QUESTIONS** for that guest to be used the day of the guest lecture. No late submissions. No make-ups. The guest may collect them before the class session begins or immediately afterward Professor Rucker will collect and review your effort.

Simplistic, or thrown together last minute generic or silly questions will result in a participation grade penalty. **INFORMED** guest questions which showcase individual student research effort always helps improve your overall participation assessment **IF YOU ACTUALLY ASK THE QUESTIONS** during the guest lecture.

TESTS are worth **30%** OF YOUR OVERALL MCOM 105 GRADE.

Assigned readings will be announced in class. You will be **tested on those readings assigned in oral or written formats.**

Current Events. You will also be asked every class meeting. Periodically you will be given a written test. Keep up with class discussions and know the latest information details...the **WHO? WHAT? WHEN? WHERE? WHY?** and **HOW?** answers. **NO EXCUSES...Everyone should have something to offer here EVERY class meeting.**

Service & Learning. MCOM 105 students may also be assigned to do a detailed research project, on or off campus, which focus heavily on one or more issues or topics of diversity discussed in class. A maximum ten page paper could be assigned at any time by Prof. Rucker if **LIVELY & INFORMED** class discussions fail to happen on a regular basis. Some online video and social networking posting may be considered if there is an appropriate class opportunity assignment and if students in the class have the technical skills to meet this challenge. If group projects are assigned, students would share their final group assessment team effort, overall content and creative approach or expression. Expect no make up opportunities if these or any service learning efforts are assigned.

WARNING * MCOM 105 students may NOT leave early for holidays, spring break, sporting events, or be absent for non-emergency personal or family matters. Remember higher education is a great privilege which should never be devalued or wasted. Re-adjust your priorities. In J132B a grade penalty will be imposed for unexcused absences.*****

NEVER EXPECT NO EXTRA CREDIT BAILOUT or GRADE RESCUES. MEET YOUR OBLIGATIONS AS SPELLED OUT AND THROUGHOUT THE SEMESTER.

On rare occasions when an unanticipated opportunity... like a special campus or community event, a news, special media effort, TV program or movie becomes available to the class and is pertinent and important for our class focus, Professor Rucker may consider a few extra credit assignments. Students are welcome to offer suggestions, but he will decide and he is not obligated to approve extra credit at any time in this class.

Campus Policies

A. Academic Integrity Statement

"Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's Integrity Policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Judicial Affairs." The policy on academic integrity can be found at:

http://sa.sjsu.edu/judicial_affairs/index.html

To plagiarize is to "steal and use (the ideas or writings of another) as one's own." (American Heritage Dictionary of the English Language. 1975). You are committing plagiarism if you:

- Copy phrases, sentences, or passages from electronic or print sources (journal articles, the web, etc.) into your own papers and reports without giving credit by citing the original source
- Quote someone else's exact words without giving credit to the original author
- Use someone else's specific ideas even if you restate them in your own words.

Citing your sources properly helps to avoid plagiarism. (See http://sa.sjsu.edu/student_conduct)

SJSU regards plagiarism as academic dishonesty. Consequences include academic and other sanctions such as "grade modification."

Make clear which ideas are yours and which are someone else's...don't use words or images in a way that violates the creator's rights to them.

(Plagiarism and fabrication are violations of the ethical standards of the journalism profession. In addition to plagiarizing sources, outright fabrication is equally dangerous territory for

journalists. This includes making up sources and attributing information to non-existent people or printed matter.)

B. Campus policy in compliance with the Americans with Disabilities Act

"If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with the DRC to establish a record of their disability."

C. You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawals, incompletes, classroom behavior, and other policies found at http://sa.sjsu.edu/student_conduct. Also, please read the SJSU catalog thoroughly.

University Policy S01-13, San José State University's *Policy of Commitment to a Campus Climate That Values Diversity and Equal Opportunity*, replaces University Policy S91-1 and affirms that San José State University (SJSU) is committed to maintaining an environment free from discrimination and harassment in compliance with all laws on non-discrimination, equal employment opportunity and affirmative action. Furthermore, the university community has a responsibility to advocate inclusion, respect, and understanding at a level above that which is minimally required by law.

For a full description, view [SJSU Campus Climate Policy](#).

Executive Order 883, *Systemwide Guidelines for Nondiscrimination and Affirmative Action Programs in Employment*, supersedes Executive Order 774. The California State University is committed to maintaining and implementing employment policies and procedures that comply with applicable state and federal nondiscrimination and affirmative action laws and regulations. Discrimination on the basis of race, color, religion, national origin, sex, sexual orientation, marital status, pregnancy, age, disability, medical condition, and covered veteran status is prohibited. Additionally, Executive Order 883 prohibits retaliation for filing a discrimination complaint, opposing a discriminatory act, or participating in a discrimination investigation or proceeding.

For a full description, view [Executive Order 883](#).

[NCAA Gender Equity Report](#) details information concerning SJSU's intercollegiate athletics programs under the Equity in Athletics Disclosure Act of 1994.

Presidential Directive 97-03 describes the University's policies and guidelines for securing accommodations for students with disabilities, as well as the procedures for resolving disputes. It is the purpose of this directive to assure that SJSU continues to comply with federal and state legislation and California State University policies regarding the provision of services to students with disabilities.

For a full description, view [Presidential Directive 97-03](#).

Executive Order 926, The California State University Policy on Disability Support and Accommodations, presents policies, procedures, and monitoring for making all CSU programs, services, and activities accessible to students, faculty, staff, and the general public with disabilities.

For a full description, view [Executive Order 926](#).

In order to **observe days of religious significance**, students may occasionally be absent from class. Therefore, to address this issue, the San José State University Academic Council voted to adopt University Policy F68-8. This university policy, in conjunction with [California Education Code 89320](#), addresses campus policy on religious holidays.

For a full description, view [Policy F68-8](#).

Presidential Directive 91-08, *Sexual Harassment and Special Responsibilities of Supervisory and Management Personnel Having Knowledge of Potential Sexual Harassment Situation*, asserts San José State University's commitment to providing all its students and employees with a comfortable and safe environment for learning and working. The President of San José State University issued this memo to clarify for all SJSU supervisory personnel the kind of conduct that is defined as sexual harassment and the responsibilities of all supervisory personnel when they have any knowledge that sexual harassment may be taking place within the campus community.

For a full description, view [Presidential Directive 91-08](#).



School of Journalism and Mass Communications Policies

To avoid disruptions in the classroom and to foster an atmosphere for learning, the School has established the following classroom policies which apply to all classes in advertising, public relations, news editorial, radio and TV news, magazine and photojournalism.

- All cell phones must be turned off (or set to "vibrate") in the classroom. Please be forewarned that, if a cell phone goes off in class, you will be asked to leave the classroom for that particular class period.
- Latecomers may be denied entrance to the classroom. Similarly, do not disrupt the class by leaving early. Do not schedule work, personal appointments (doctor's visits), etc. so that there will be a conflict with the time the class meets.
- When in the classroom, laptops must be used for classroom-related activities only.
- Remove your personal belongings and trash from the classroom after each class.
- No food or drinks allowed in classrooms or labs.

[NEED ACADEMIC ADVISING?](#) Click for information on who to contact for an advising appointment.

Be sure to bring ALL your academic records (including your copy of grades at any school) to your first advising session.



[Professor Bob Rucker](#) (career info link)

Long Time Classroom Policies: Based on Professional Standards

SJSU students are always asked to be respectful, open-minded, willing listeners and learners when it comes to experiencing people from different cultures and/or those with different perspectives. Candor is always encouraged in Rucker class discussions.

It's OK to ask for clarifications from other students and to respectfully challenge viewpoints. Personal attacks and inappropriate language are NOT allowed. Students who do not comply fully may be asked to leave Professor Rucker's classroom.

RUCKER CLASS STRICT ENFORCEMENT

Each of you are preparing for some career position in the future. Professionals know basic workplace rules and regulations, established by the company or administrators, are not usually negotiable. Professionals working at all levels are expected to understand, accept and fully comply with all basic workplace directives. Penalties for violations can range from mild reprimands to docking of pay, suspensions or job termination depending on the severity of infractions. Identifying the DOs & DON'Ts is something you must learn to do while in college.

In Professor Rucker's Classes....These rules are based on this concept and will be enforced:

10 Minute Classroom Arrival Rule: Don't ever be a disruption or distraction.

No student may enter Prof. Rucker's classroom 10 minutes after class starts.

Such disruptions may result in the tardy student being asked to leave.

If a tardy student fails to comply with the directive to leave the room, that student's class participation grade can be automatically forfeited, with no make-up opportunity. Be on time.

Laptops used in class must stay focused on authorized class related materials and discussions.

Random surfing, e-mailing and all other online activities are never permitted during class time.

Expect no additional advisories or warnings. Those identified in violation of this rule will be identified in class and told to meet with Professor Rucker during office hours to learn of the penalty which could range from a grade reduction, an overall class participation grade forfeiture, or suspension from class.

NO e-mailing "I'm out Sick" messages. NO homework sent by e-mail or submitted outside of class time to Prof. Rucker without his prior consent. No credit will be given or noted.

Call Professor Rucker's office to explain you are sick, and ask for an excused absence. 408-924-3272

Not all requests for an excused absence will be granted. SJSU policies regarding illness and family emergencies are accepted. Documentation confirmation may be requested by Prof. Rucker.

Repeated problems and excuses could result in an incomplete or failing course grade for the student.

Never ask others to inform Prof. Rucker of your illness or absence.

NO grades should be sent by e-mail or posted online for students. SJSU Privacy concerns.

If a Rucker class is assigned a separate e-mail address.

Prof. Rucker must FIRST give permission, in advance,

before any interaction, correspondence or homework may be sent to the class assigned e-mail account.

Unauthorized e-mailed materials are not acceptable and are given no credit.

Deadlines for all project, written or production, are always absolute. No excuses.

Do what is asked and expected of all students. Expect NO extensions. Ask for no special privileges.

Never expect late assignments to be accepted.

"I worked hard on this" is no excuse if you have missed the required time and way to turn in an assignment. If you want it to be counted, present it as requested.

Extra credit may be offered, but never ever expect it. Prioritize doing your best on all required class assignments, and meet designated deadlines always. "Extra Credit" is not a professional world concept.

ETHICAL VIOLATIONS WHICH SPEAK TO INDIVIDUAL INTEGRITY:

False reporting of information, unacceptable conduct or persistent unexcused absenteeism are not acceptable and will result in a grade penalty. Students may receive a failing project grade and or a failing overall course grade.

False representation of any production work required (audio, video or editing done by someone other than the student in the class) is a serious ethical violation. Without prior permission by Professor

Rucker granting special assistance, a student could forfeit anywhere from a project/assignment grade to an overall course grade.

Students are responsible for dropping courses by the SJSU semester deadline date. Never expect Professor Rucker to do this for you.

The BOTTOMLINE... Conduct yourself in a professional and honorable manner at all times. **Listen well in class & take accurate notes.** Ask clarifying questions in class. Don't wait to do it later. Do it right and thoroughly the first time.

Do what is expected of you and all students. Don't wait for someone to tell you think it through for yourself. Never ever expect special privileges

When in doubt about anything class related, **SPEAK UP in class.** Don't ever assume you can find out later or get the clarification you need from a classmate. Your classroom teacher is your most reliable source. You are paying for a class seat...USE IT to the fullest.

Never ever assume anything.

Like the old saying ...When you say "**ASSUME**" you could make an "ASS" out of "U" and "ME."