

**San José State University**  
**MCOM 105 Section 01, Diversity & Media, Spring 2017**

Instructor:	Bob Rucker
Office Location:	DBH 125
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Email:	Robert.Rucker@sjsu.edu
Office Hours:	Mondays/Wednesday 11 am – Noon or by appointment in advance. No hours on Fridays.
Class Days/Time:	<a href="#">Mondays and Wednesdays, 1:30 - 2:45 p.m.</a>
Classroom:	<a href="#">Dwight Bentel Hall 133</a>
Prerequisite:	Upper division standing / Open to all SJSU students.

Look for class updates regularly on the **MCOM 105 webpage** on the professor's website: [www.profbob.com](http://www.profbob.com). Read and view all assigned current events updates and videos in advance of class sessions. Be prepared to discuss them. Expect quizzes, verbal and written focused on pertinent and timely current events and the assigned readings.



### **MCOM 105: Course Description**

Identifies and evaluates the impact of ethnicity/culture, alternative lifestyles and gender issues on advertising, television, radio, newspapers, magazines, public relations, internet and social media. Examine attitudes, trends and perceptions that help shape timely and pertinent mass communication diversity messages.

### **Class Learning Outcomes / Procedures**

MCOM 105 works best when faculty and students openly share information, request insights about experiences and offer candid insights pertinent to diversity in media topics, issues and examples. The [\*Class Learning Outcomes \(CLOs\)\*](#) are drawn from the JMC School Professional Values and Competencies established by our national accrediting body, the Association of College Educators in Journalism and Mass Communications. ACEJMC *'Program Learning Objectives'* guide this school's comprehensive learning experience.



How to value Diversity in the Media: **INTERACT ... LISTEN ... LEARN ... INCLUDE ... INFORM**

**By semester's end MCOM 105: Diversity in Media students should be able to:**

- 1. understand and apply the principles and laws of freedom of speech and press 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.*
- 2. demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.*
- 3. understand concepts and apply theories in the use and presentation of images and information.*
- 4. apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.*

**Everyone in MCOM 105 is expected to communicate daily and in a mature and responsible manner.** Strong opinions are valuable for class discussions and can be expressed along with differing and controversial viewpoints. Disagreements are encouraged to help clarify the range of views on how media messages affect individuals and consumers in society. Personal attacks and disruptive behavior are never allowed.

**Guest speakers are advised that candid and honest interactions in MCOM 105 are welcome and encouraged.** Students are expected to engage guests with critical thinking, and respectfully challenge points discussed by submitting printed questions and spontaneous inquiries about points of interest and concerns raised.

**Assignments are due as specified in class or posted online on the class webpage.** Students are expected to meet all expectations as specified. Do not expect deadline extensions and make-up opportunities. Daily quizzes and exams will focus on current events, timely information, reading assignments and class lectures.

Periodically unique or unpredictable campus and community experiences present rare, important and valuable learning experiences for college students. This means the MCOM 105 class schedule and assignments are subject to last minute changes to accommodate timely and important developments.

# Readings and Equipment Requirements

Textbook - required

[Diversity in U.S. Mass Media](#) by Catherine A. Luther, Carolyn Ringer Lepre and Naeemah Clark, Wiley-Blackwell publishers, 2012. Available at the SJSU Bookstore.



## Computer & software requirements

Students registered in upper division courses in the School of Journalism and Mass Communications are required to have a laptop and wireless Internet access. For more information about the School's laptop policy, see the JMC website ([jmcweb.sjsu.edu](http://jmcweb.sjsu.edu)).

Your creative assignments will require the use of a smart phone digital camera or portable digital camera and computer with Internet capabilities. If you do not own one, you may check one out at the Help Desk in Clark Library. Most cell phones today allow you to shoot good quality audio, still photos and video. Many class projects will be uploaded online for public access.

Procedures for visual communication assignments are given during class sessions and students may be quizzed on the expected requirements.

### Other requirements:

You will need a notebook for taking notes in this class. You may use a laptop for notetaking, but they may not be used during oral and written quizzes in class.

Periodically students may be asked to monitor late breaking news and information details and will be authorized to use their laptop computers in class.

**Using laptops or cell phones for non-class related activities is prohibited.**

**Follow all directions specified during class sessions. Ask in class for clarifications.**

**Grade penalties imposed for violation of policies/Rucker class protocols.**

**Inappropriate class conduct or submissions can result in forfeiture of overall course grade.**

## MCOM 105 Grading

Current Event Verbal & Written Quizzes / Active Class Participation – 25%

Guest Speaker Learning Interactions / Reaction Reports – 25%

Assigned Text Reading Exams – 25%

Student Individual Diversity Videos - 25%

\* Extra credit opportunities are optional/not required. Successful efforts can improve the overall final course grade at the end of the semester\*

# Heading for Written Assignments

(Student Full Name)

Mass Com105: Diversity and Media

ASSIGNMENT NAME (Questions for guest speaker)

**All deadlines are final. No extensions or make-ups.**

**All assignments are due at beginning of class.** Quizzes start at the beginning of class.

If you arrive to class after 10 minutes, you can forfeit a quiz or an assignment grade. Never interrupt class.

You may not turn in assignments for other students unless approved by Prof. Rucker in advance.



Prof. Bob Policies

## **JMC School - Violations subject to grade penalties.**

1. No personal use of cell phones during class periods. No stepping out of class to take calls. No readmission to the room during a class session.
2. Do not schedule personal or work appointments that conflict with class meetings. Do not disrupt the class by walking in late or leaving early. You will be asked to leave the room and will receive a participation grade penalty.
3. In the classroom, laptops must be off and closed unless authorized for notetaking or specified class research assignments.
4. Remove your personal belongings and trash from the classroom.
5. Never report inaccurate information, rumors or vague generalities. No cheating on exams/quizzes.
6. No food or drink in classrooms. Clean up any mess you make before leaving class.

**Always prioritize learning about current events and checking webpage postings for MCOM 105.**

## MCOM 105 Student Expectations:

1. Late assignments are not accepted. Be on time for all class submissions.
2. No email notifications of class absence or emergencies. Call Prof Bob before class: 408-924-3249
3. No assignment submissions via email unless specifically authorized in advance. Follow directions.
4. Arrive to class on time in order to receive credit for participation. Ten minute rule applies/enforced.
5. Expect dismissal from class for inappropriate conduct. Comply with any emergency directives.
6. Clarify class assignments/instructions during class time. No calls or email inquiries later. Visit DBH 125.
7. Only responsible and appropriate video assignments may be submitted or posted.
8. Creative expressions are always encouraged, but stay on point. Use time allotted to inform effectively. Provide all required support content specified. Dare to stand out with innovative thinking/approaches.
9. Showcase your unique individual skills and abilities in class discussions and in all assignments.
10. Take advantage of office hours to explore your ideas and creative approaches. Be different.
11. Speak up! Express your thoughts. Don't wait for permission. Be assertive, never timid.
12. Respectfully challenge the views of classmates, Prof Bob and guests. Full engagement for credit.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

### Students with disabilities:

If you need course adaptations or accommodations because of a disability, or if you need to make 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 requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

### SJSU Final Exam Schedule: Spring, 2017

<http://info.sjsu.edu/static/catalog/final-exam-schedule-spring.html>

**MCOM 105: Final video projects are due** no later than the final exam period scheduled for this class: **Monday, May 22<sup>nd</sup>, 12:15 pm to 2:30 pm.** Video project link must be emailed as requested. Projects submitted after this date and time will not be accepted for grading.