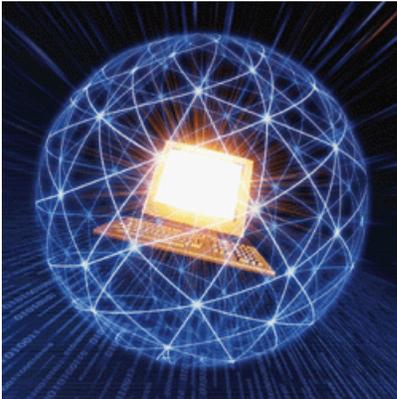


San José State University
MCOM 105 Section 01, Diversity & Media, Spring 2018

Instructor:	Professor Bob Rucker
Office Hours:	DBH 125, Mondays & Wednesdays, Noon Hour, and 3 to 3:30 pm
Telephone:	(408) 924-3249
Email:	Robert.Rucker@sjsu.edu
Class Days/Time:	Mondays and Wednesdays, 1:30 - 2:45 p.m.
Classroom:	Dwight Bentel Hall 133
Prerequisite:	Upper division standing / Open to all SJSU students.

Daily look for class updates on the **MCOM 105 webpage** on the professor's website: www.profbob.com. Click the class link and review all 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. Research in advance guest speakers announced in class, and develop questions.



MCOM 105: [Course Description](#).

This SJSU interactive class identifies and evaluates the depictions and impact of race, ethnicity & religious cultures, disability groups, gender and LGBTQ communities in advertising, television, radio, newspapers, magazines, public relations, and multi-platform social media. Daily we study and get updates for candid and timely discussions of attitudes, trends and perceptions that shape mass communication diversity messages and public perceptions. Elective class: Open to all at SJSU. Mature and responsible discussions expected.

[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 TO ... 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 strongly 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. Check the class website regularly and use research links to help you gather new information and perspectives to contribute during interactions, text reading reviews and studio productions. 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. 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).

Your creative video assignment will require the use of a smart phone digital camera or portable digital camera and computer with Internet capabilities. 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.

The final project assignment requires the use of video editing software. SJSU students have access to free downloads of the [Adobe Suite](http://its.sjsu.edu/services/software/adobe/): (<http://its.sjsu.edu/services/software/adobe/>) The package includes Adobe Premiere which enables professional quality editing. Apple's I-Movie may also be used.

Content expectations and procedures for visual communication assignments are given during class sessions. Students should practice with the cameras and editing software well in advance of completing the final project. Online sites like YouTube offer examples of creative short video presentations. Also see examples posted on profbob.com of past MCOM 105 student final projects. Do not copy examples. Use them to inspire your own creativity.

Other requirements:

You will need a notebook for taking notes in this class. You may use a laptop for notetaking, but only when specifically authorized each class session.

Periodically students may be asked in class to monitor late breaking news developments by using their cell phones or laptops. Otherwise note:

Unauthorized laptop or cell phone use for non-class related activities is prohibited. Expect grade reduction penalties.

Follow directions specified for special projects during class sessions. Ask for clarifications in class, or in office hours.

Grade penalties are imposed for violation of policies, or Prof. Rucker class protocols. See them below.

Inappropriate class conduct or submissions may result in forfeiture of an assignment or overall course grade.

MCOM 105 Grading

Active Participation – 50%

(Current Event Discussions, Guest Speaker Research/Questions, and Special Diversity TV Studio Productions)

Textbook Reading Exams – 25%

Final Project Video (Emphasis on educating the media on portraying your culture.) - **25%** Due: 5/22/18 by 2:30 PM

* Any Extra Credit opportunities must be approved and are optional, not required. They will be valued at the end of the semester, and factored in after your overall final course grade has been tabulated. *

MCOM 105 is driven by daily student interactions on timely issues of diversity. All opinions are welcome. Informed, candid and high energy discussions expected. Some topics may be sensitive in nature. The goal: To develop a broader perspective on issues, and learn how to communicate about sensitive issues in a mature and respectful manner..

Participation Matters! Silence is NOT golden in this class. It works to lower your participation grades. Repeating what someone else said is stalling, and not helpful. Always prioritize keeping up with current events and offering new or different perspectives. Class discussions should provide new and original ideas or personal experiences which work to educate students unfamiliar with concerns. Speak up! Invite new and provocative lines of critical thinking. When Prof. Rucker plays 'devils advocate,' think 'Outside the Box' and talk about related facts, incidents or perspectives which are not your own.

Readings Exams. Expect two, one in mid March, the other in late April. The format is multiple choice/true or false, and are based on the assigned chapters in the course textbook. Stay current on readings assigned, and ask about the readings or Prof Bob's website postings during class discussions.

Special Diversity Topic Videos. Prof. Rucker believes it is important for all college students in a media school to demonstrate the ability to verbally communicate important public service ideas using new technologies. Periodically this class will be included in timely JMC School public affairs TV projects. This semester two important topics have emerged in the national consciousness. Students will actively participate in candid discussions by doing research and monitoring developments with these topics, and sharing any personal insights or experiences focused on the following:



Offer examples of issues of racism you have personally experienced or witnessed, or examples of racism in a workplace environment. Do not include names of people or businesses.



Offer examples of personal experiences with sexual misconduct or inappropriate, or describe public or workplace experiences shared with others. Do not include any names.

See the Fall 2017 TV studio discussion of *"My Experience With Racism"* online at:

https://www.youtube.com/channel/UCKPJ86vevY_I76zqkI9zBaq/featured

The goals of these educational efforts: to help develop a broader understanding of the impact on individuals and groups of people, and to create safe communication environments for addressing sensitive issues once hidden or considered tolerated behaviors. Shared knowledge can inspire collective change if we take advantage of these unique moments to listen, learn, understand and dare to act responsibly.

Should new topics arise in the national public discourse, additional video session recordings may be added.

Expect all JMC School special topic TV studio recordings to be posted online (YouTube and profbob.com), broadcast on the new JMC School closed circuit campus TV network, and possibly aired on commercial TV.

MCOM 105:

Written Assignments

Hand written homework assignments will NOT be accepted.

Type all homework assignments and follow directions given in class. Questions for guest speakers should demonstrate evidence of student research and critical thinking, but keep each question as short as possible. Don't take up too much class time asking your questions.

Guest questions will be collected and evaluated. Type this info at the top of typed assignments:

(Student Full Name)

Mass Com105: Diversity and Media

Questions for (Guest Speaker's Name), or identify the assignment.

All MCOM 105 deadlines are final. No extensions or make-ups.

All assignments are due at beginning of class.

Other Assignments:

Quizzes on current events start at the beginning of class. Pop quizzes forms will be given for written responses. Results will be evaluated and collected in class as participation assessment markers.

General Advisory:

Since you never know how Prof. Rucker will begin each class, be on time for class starts.

Sometimes important SJSU announcements are made on unique student opportunities. Don't miss out.

If you do arrive late, **no student is admitted to the classroom after ten minutes from the start of class.**

Be respectful of your classmates or guest speaker visiting. Never interrupt class activities.

Other students may not submit your written homework unless approved in advance by Prof. Rucker.

Warning will be given for inappropriate language once. Repeat offenders will be asked to leave the classroom, and will forfeit part of their participation grade.



Prof. Bob General Classroom Policies

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. Never 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. Email or call 408-924-3249 before class starts if you plan to be out sick.
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.
7. Take advantage of office hours to explore your ideas and creative approaches. Be different.
8. Speak up regularly! Express your thoughts. Don't wait for permission. Be assertive, never timid.
9. Respectfully challenge the views of classmates, Prof Bob and guests. Full engagement desired.
10. Keep up with current events. They always matter in this class.

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 2018

MCOM 105 Final Video Project: Tuesday May 22nd, 2:30 pm Absolute deadline to upload video

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