



INSTRUCTOR INFORMATION

Instructor: Iman Zawahry
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 Office: G215D Weimer Hall | Office Hours: Tuesday 11:45am - 12:30pm or by appointment

CLASS MEETING

Class Monday Periods 5-7 Room MAEB 229

COURSE OBJECTIVE

Islam, Media and Pop Culture will explore the use of media, including utilizing news, television, print media, radio, film and its impact on our society. The world has seen a dramatic shift of coverage of Islam in the media, which seemingly dominates the daily headlines. Through broadcast news, print media, radio, film, and other entertainment media, the manner the news is delivered drastically alters the mindset of the viewer. In a recent YouGov/ Huffington Post poll, 55% of Americans have an unfavorable view of Islam, while 68% have never met a Muslim. This course is designed to engage informed dialogue among students about the representation of Islam in the media and to explore whether said representations shape the public opinion of Islam. If so, how so, and if not, why not? Are some representations overly balanced to dispel Islamophobia while others are deliberately framed to propagate stereotypes?

STUDENT LEARNING OUTCOMES

Knowledge--Students will gain an understanding for the basic tenants that form the construct of the religion in order to analytically dissect the application of those principles to stories portrayed in the media.
Understanding--Upon completion of this course, students will develop a heightened appreciation for the portrayal of Islam and Muslims in the media with sensitivity toward analytical consumption of cultural and religious entrepreneurship.
Skills--Students will endure firsthand experience reporting on Islam in the media through print media, digital media and video production exposing students to fact-based, non-bias reporting and storytelling, which forms the pedigree of informative journalism.

EQUIPMENT ROOM POLICIES

Students will sign an equipment room contract Failure to adhere to the contract can result in a student having a grade point deduction and/or receiving an incomplete or failing grade in the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction from a student's final grade.

TEXTBOOK

All reading and visual materials will be posted on Canvas. The instructor will assign chapters and visuals for students to review the week before class.

ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES

Students are allowed one absence per semester. Second absence will result in a two-point deduction, third absence will result in a 5 point deduction. The fourth absence will result in the full ten point deduction from a student's final grade. Students are allowed to be tardy once during the semester. Each additional tardiness will result in a half-point reduction from a student's final grade. Any unexcused late assignment will be lowered 1 point each day the assignment is late. Any assignment turned in over a week late will be lowered 10 points.

UNIVERSITY POLICIES

STUDENTS WITH DISABILITIES
 Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR
 Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available.



UNIVERSITY POLICIES

UF HONOR CODE

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

HELP WITH COPING

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

ASSIGNMENTS, PROJECTS & GRADING

CLASS

Attendance and punctuality	10%
Reaction Papers (3-10% each).....	30%
News Article.....	15%
PSA.....	15%
Photo project.....	10%
Final Project	20%

GRADING SCALE	
94% or higher	= A
90%-93%	= A-
88%-89%	= B+
84%-87%	= B
80%-83%	= B-
78%-79%	= C+
74%-77%	= C
70%-73%	= C-
65%-69%	= D

FORMAT OF CLASS

Islam, Media, and Pop Culture will have a series of classes and projects designed to have you think outside of the box, express ideas and images through visual storytelling. You will have the unique opportunity to tell stories through interacting and writing about a Muslim subject.

From week to week the schedule changes. Students need to pay specific attention to the syllabus in order to see what topic we are discussing and what projects are due.

This class is designed to be a fun, interactive and creative class with a light atmosphere. Feel free to contact me anytime with concerns and questions.



REACTION PAPERS & PROJECTS

REACTION PAPERS

We will be watching and listening to films, news and podcasts. Students will be required to write a one page personal reaction to how they viewed and understood the material. What stood out? What were the problems? How would you solve the problem? How does this impact the world and society?

REACTION PAPER 1 - DOCUMENTARY "MUSLIMS ARE COMING"

After screening the film in class and listening to the director's comments and feedback, what was your overall thought of the documentary? Do you think that it portrayed Muslims in a good light? What about the American population? North and South? What did you like and what did you not like? How would you do it differently?

REACTION PAPER 2- NEWS CONTENT ANALYSIS

You are to analyze and time each news segment in one evening newscast. You will examine the content for bias, relevance with the overall news of the day, the advertisers in the newscast and also the audience you think the network is hoping to attract. Specifically, networks have attempted to attract younger audiences in recent years, and you will draw conclusions on how successful (or not) you believe that newscast would be in attracting the 18-35 age group. You will watch and compare CNN News, FOX News, and MSNBC evening news.

REACTION PAPER 3 - PODCAST - "Serial" and "Undisclosed"

You are to listen and review the podcasts posted on Canvas. Listen carefully on how the subject is portrayed and how it effects you as the audience. How are the stories told and how did it effect you? Were you swayed one way or another? Were the biases on how the story was portrayed?

PROJECTS

PHOTO PROJECT

Students will take one still photograph of a Muslim subject that tells their story and who they are. Keep in mind the frame and rule of thirds. The subject should NOT look at the camera. Examples will be discussed in class and posted on canvas.

NEWS ARTICLE

Students will interview a Muslim member of the community. They will create a 750 word article about this Muslim. Students need to find what is interesting about this subject and be able to tell their personal story through their article. Extra credit will be given if the article is published.

PUBLIC SERVICE ANNOUNCEMENT PARODY

Students will be broken up into groups of 4- 2 Journalism, 2 Non-Journalism majors. Students will create a 30 second commercial, satire or comedy, about Muslims in the media today. Think about the College Humor "Muslim-Meet" that we viewed in class. Projects must be clean and appropriate. Projects will be filmed and edited in class. Scripts will be reviewed by me before filming.

FINAL PROJECT

Final projects can be worked on individually or in a group. You have three options for a final project. 1) Film a non-dialogue 1:30-2:00 min narrative story with a Muslim character. 2) Create a photo-journalism project of a Muslim individual with a minimum of 10 pictures. 3) Write a 1000 word essay on how media influences opinion about Muslims in the western world. Include your personal experiences and thoughts. Please provide a minimum of 3 references.



DATE	CLASS	ASSIGNMENTS (for following week)	DUE
JAN 11 TH	Class Introduction. Screening: Muslims Are Coming Q & A with Director/Actor- Negin Farsad	Reaction Paper to "Muslims Are Coming" Read "What Everyone Needs to Know About Islam" by John Esposito Pg. 1-65 (link on Canvas)	
JAN 25 TH	"Islam: What's the Fuss All About?" Round Table Discussions		Reaction 1 Paper Due
FEB 1 ST	"Scrolling Frames: Storytelling through Photographs and The Power of the Internet"	Read news articles on Canvas Photo-Project Due Next Week.	
FEB 8 TH	"Print: Find the Story between the Words" Discussion- News articles Guest Speaker: Ted Spiker	News Content Analysis - Due 2/15 News Story - Due in 2 weeks 2/23	Photo Project Due
FEB 15 TH	"Balancing between Sensation and Facts: Portrayal of Muslims in the News Media" Screen and Discuss Media Bias		News Analysis Due (Reaction 2)
FEB 22 RD	"Storytelling through the Lens" Meet in Weimer G001 How to tell a visual story & learn basic film techniques	Create script for PSA Due 3/7	News Article Due
FEB 29 TH	SPRING BREAK		
MAR 7 TH	"Filmmaking: The Reel Narrative" Screening various films. Discussion on portrayal of character's	PSA Scripts Due in Class	PSA Scripts Due
MAR 14 TH	Film PSA	PSA Due 3/21	
MAR 21 RD	Class will meet in Weimer 3024 Edit PSA		PSA Due
MAR 28 TH	"Dissecting the Small Screen: Television and the Modern Muslim" Screen and discuss how episodic television portrays culture and religion. Screen PSA's Guest Speaker: Lexi Alexander	Listen to selected podcast episodes on Canvas	
APR 4 TH	"Islam over the Airwaves: Polarized Opinions" Listen and Discuss "Serial" & "Undisclosed" Guest Speaker: Rabia Chaudry	Reaction Paper to Serial and "Undisclosed Podcasts" Due 5/11	
APR 11 TH	Film Screening and Discussion	Work on Final Projects due 2/18	Reaction 3 Paper Serial Podcast Due
APR 18 TH	Screening of Final Projects		Final Project Due

* Schedule Subject to Change