

# Media, Cultures & Identity

*Section: MMU3, Class Number: 20727*

## OVERVIEW

*Catalog description:* Examines the role of media in facilitating, challenging, and enabling power dynamics as well as shaping identity in the United States and globally. Looks at various media forms and constructions of race, gender, sexuality, class, religion, and ability. Analyzes the relationship between media, identity, and power, as well as individual role as a media consumer.

## COURSE SCHEDULE

This course is organized into a series of topic-based modules. During each module, you will have assigned readings, films/clips/TED talks to watch, and activities to complete. Exact dates for readings, discussions, quizzes, and other deadlines are listed in Canvas. Modules start on Mondays and end on Saturdays, with assignments generally due at 11:59 pm at the end of the one- or two-week module. I will not be checking email at that deadline time, so please **make sure to plan ahead**. If you have a question, write to me early in the module so we can make sure you receive the information you need.

Take time to note important deadlines, plan your semester, and manage your time appropriately. Start your reading early in the module!

Please be sure to submit your work through Canvas and on time. Canvas won't allow you to submit work even a couple of minutes late, and work can only be submitted via Canvas. Technical issues — and general life issues — are frustrating, but they happen. Don't wait until the last minute to submit. *Please plan accordingly.*

## YOUR INSTRUCTOR

**Kelly Bjorklund**  
[k.bjorklund@ufl.edu](mailto:k.bjorklund@ufl.edu)

### Welcome!

I am glad you're here and I am happy to be teaching you.

### Questions?

Please email me.

## OFFICE HOURS

By Zoom, phone, or email by appointment. Email me or send a message through Canvas to arrange a time.

## REQUIRED TEXTBOOK + RESOURCES

Len-Ríos, M. E., & Perry, E. L. (Eds.). (2019). [Cross-cultural journalism and strategic communication: Storytelling and diversity](#) (Second Edition). Routledge. ISBN: 978-1138595224

Electronic materials including papers, news articles, talks, and films. You will also need access to the video resource [Kanopy](#) (free through UF, make sure you have [UF's Gatorlink VPN](#) set up). **I have chosen a diversity of materials (both content and format) for variety and different perspectives. It is not important if you agree or disagree with the materials, but that you consider them and how identities are framed in the media.**

Recommended/Further reading: Dines, G., Humez, J. M., Yousman, B., & Yousman, L. B. (Eds.). (2018). [Gender, race, and class in media](#) (5th ed.). SAGE Publications.

## COURSE GOALS

When you successfully complete this course, you will:

- Understand what “media” is — both as a way of describing professional journalism and as pop- culture.
- Know how to properly examine and analyze media and media effects.
- Identify how cultural perspectives can influence media.
- Be able to think critically about the role media plays in influencing a variety of social and cultural perspectives, as well as about social issues regarding the various power dynamics in our society.

**NOTE: You are responsible for reading and understanding the syllabus in its entirety.**

## ASSIGNMENTS + GRADING SCALE

### A few notes about assessment and assignments:

- I want you to succeed in this course! Please be actively engaged and organized.
- For every module, I have created a To Do List for you of what to Read, Watch, and Do. Make sure to read and watch the materials, do the assignments, and engage with the course content.
- When possible, I've included hyperlinks to make the course easier to navigate and life easier for you.
- I have done my best to provide clear instructions as well as evaluation rubrics so that you know what to expect for the learning activity assignments.
- If something is not clear, or you have a question, please reach out. I am here to help.

### QUIZZES: *80 points 8 x 10 points = 80 points*

You'll have a quick quiz for each module. The purpose of these quizzes is to give you extra incentive to read and watch all of the assigned materials. You will be assessed weekly through quizzes rather than through a final exam. They're open book, but you won't have time to look everything up. If you do the readings and watch the videos, you'll do fine.

### DISCUSSIONS: *8 x 10 points = 80 points*

You'll participate in discussions for each module. I'll give you a question meant to help you contemplate the module topic, and you'll write a post answering the question. For full credit, you'll also need to respond to a couple of your classmates' posts and respond to some responses.

### LEARNING ACTIVITIES: *7 x 40 points = 280 points*

You'll complete an activity for each module that's designed to help you process the topics at hand and apply them to real-world examples. This is a journalism class...so spelling and grammar count, and you must reference in APA style.

### FINAL PAPER: *1 paper = 120 points*

At the end of the semester, you'll write a paper demonstrating your ability to analyze and examine the relationship between media, identity, and power. I will not be administering a separate final exam.

To access the course,  
log into Canvas:

<http://elearning.ufl.edu>

## GRADING SCALE

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E	
<div></div>												
100	93 92	90 89	87 86	83 82	80 79	77 76	73 72	70 69	67 66	63 62	60 59	0

For more information on current UF grading policies, visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## COURSE POLICIES

### COURSE STRUCTURE

This is an asynchronous online course. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is absolutely essential for you to be an organized, motivated student. The course will be managed through Canvas in eLearning, and is structured in a series of topic-based units. Do not let yourself fall behind!

### LATE OR SLOPPY WORK

**You are expected to submit all assignments on time.** All assignments are due by the date and time listed on Canvas in Eastern time. **Late assignments are not accepted.**

In general, online classes provide significant flexibility for completing assignments. With planning ahead, it is unlikely you should need to request an adjusted due date. Manage your time properly so that you earn credit for your assignments.

I will consider making exceptions for documented extreme circumstances. **Such requests for legitimate reasons** (verified health condition, participation in University-sponsored activities, serious and documented family emergencies, religious observance, etc.) **must be emailed to me BEFORE the assignment due date.** If the absence is known ahead of time, you **must make arrangements before** the date the assignment is due. An email sent on the day the assignment is due, or after, does not count as “making prior arrangements.”

**The instructor reserves the right to return all written assignments for correction and resubmission that do not meet the standards of college-level writing for grammar, punctuation, word usage or spelling.** If your paper is returned, you automatically lose 20 percent of your grade. If you fail to resubmit a corrected paper within a week of the original deadline, you get a 0.

### COURSE TECHNOLOGY + TECH SUPPORT

**You will need reliable Internet access and a reliable computer.** You will also need word processing software that can generate a .doc or .docx file. You don't have to use Microsoft Word to create your documents, but you will have to upload them to eLearning in that format. **For issues with technical difficulties in Canvas, please contact the UF Help Desk.** I am not able to provide technical assistance on the course.

**\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request make-up work.**

### STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### ACADEMIC INTEGRITY

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](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. You are responsible for understanding and abiding by the Honor Code. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult me.

**Plagiarism and cheating will not be tolerated.** Plagiarism is to steal and use someone else's work as your own and is considered academic misconduct. When you use information (including images) from any source, you must cite it appropriately. ***All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses. You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs.*** Academic integrity violations will result in a failing grade for

the course.

Treat Internet sources, including any news articles you read, like any other book, journal article or other print source. Make certain you cite correct reference information from a website, even if you're paraphrasing. You will need to include formal citations and references for all the sources for your learning activities and final project paper, following [APA style](#). This includes citing the chapters in your textbook. You may want to cite other sources in weekly discussion posts, but you can simply include hyperlinks rather than citations for the discussions.

### COURSE EVALUATION

Students are requested to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens with instructions for completion.

## RESOURCES

### HEALTH + WELLNESS RESOURCES

I care deeply about the mental health of my students and recognize that anxiety and depression are on the rise on campuses across the United States. I also recognize that while navigating school it is difficult to keep up with all of our daily responsibilities due to various mental health issues and illnesses. At the same time, each of us has a responsibility to this course and to our participation in the university. Thus, I encourage any students struggling, or wanting to prevent the struggle, to access the mental health services offered by the university. Even if you do not identify as someone with anxiety, depression, or other mental health needs, the **Counseling and Wellness Center** provides helpful tools to take care of your mental, emotional, and physical well-being.

**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

**Counseling and Wellness Center:** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

**Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

**University Police Department:** [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

**UF Health Shands Emergency Room/Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### ACADEMIC RESOURCES

**E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

**Writing Studio:** The *Writing Studio* is a free service for current UF students. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. 2215 Turlington Hall, 352-846-1138. Help brain- storming, formatting, and writing papers. Book an appointment: [tutortrac.clas.ufl.edu](http://tutortrac.clas.ufl.edu). I encourage all students to take advantage of this terrific resource.

**Student Complaints On-Campus:** [Visit the Student Honor Code and Student Conduct Code webpage](#) for more information.

**Online Students Complaints:** [View the Distance Learning Student Complaint Process](#).

UF Academic Calendar: Available [here](#).

