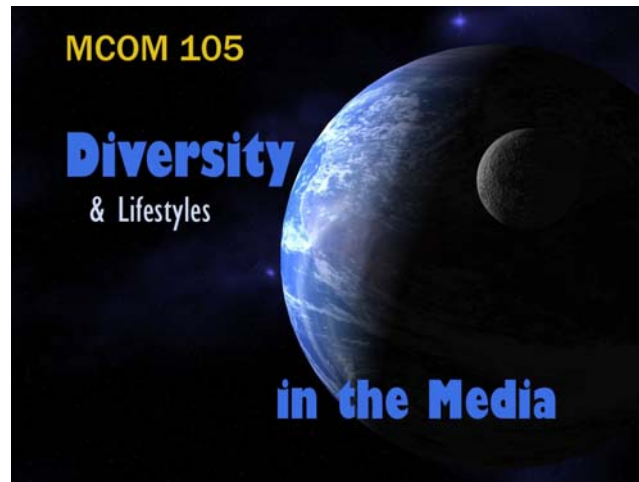




Fall 2009



Mondays & Wednesdays 3- 4:15 DBH 133 [Professor Bob Rucker](#) **Campus Furlough Semester**
www.profbob.com Office Hours: DBH 218 M-TH 4:30-5pm or by appointment in advance (408) 924-3272

Course Description

At one of the most diverse campuses in the United States, we study how online and traditional media, advertising, PR, TV, radio, newspapers, magazines, books, and movies, portray issues and affect public knowledge, understanding, opinions and attitudes on race and ethnicity, gender, sexual orientation, religion and disabilities in our society and world.

MCOM 105 is an upper division mass communications interactive class which also looks at media hiring practices and media message decision-making regarding diverse cultures and lifestyles. A candid exchange of ideas and information on life experiences, with an emphasis on respectful listening and learning, is always expected. Mature subject matter overtly and subtly included in media messages will be studied and requires a mature intellectual engagement.

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

[MCOM 105: Diversity & Life Experiences in the Media](#)

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.

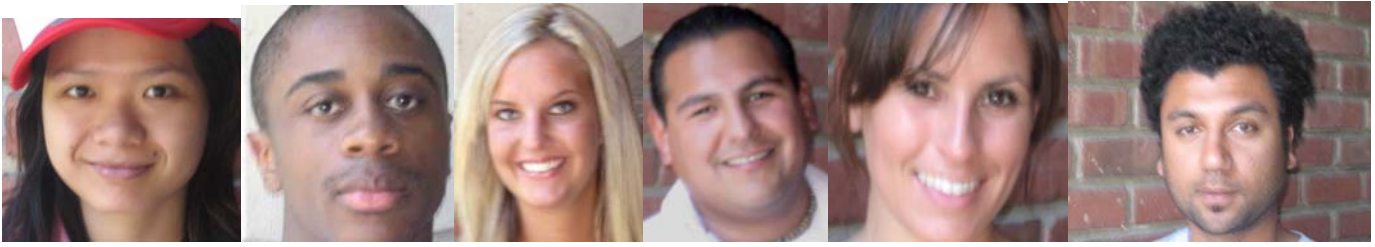
To see diversity outreach as "**pedagogy**" or **outreach to community in ways media teach large populations** about cultural groups, group behavior, values and priorities.

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.

We dared to be different, and boy did it pay off for our class! How about yours?



Don't be afraid to speak up, share, then listen well and react. We had one of the most extraordinary exchanges of views and life experiences ever! Don't blow this chance to grow, be challenged and learn how to explore differences!



The Spring, 2007 MCOM 105 class will never be forgotten by Prof. Rucker and the 50+ students in that class that semester. Many still keep in touch and remember some of the most energized and powerful classroom discussions ever at SJSU!

When we talked about racism and explored the "N-word," and one student argued that word was OK now because today's generation, through music, had changed its historic meaning. By semester's end that student said he stopped using that word with friends, and dared to tell them not to be naive about the inhumane pain rooted in that expression. Eventually he would teach his relatives and friends that no popular tune or modern trend can erase centuries of shame and ignorance.

In that class, people talked of their great pride in their Pakistani, Mexican, Sri Lankan, Chinese, African, and many other cultures, then, after listening to classmates, they were amazed to learn how much they had in common, and how often the media reinforces their differences. By semester's end, an incredible guest speaker with a national reputation stunned this class with a powerful admission that his great professional success tormented him, a married man with children, and how he almost killed himself trying to hide being gay. He ended asking the class to have the courage to "change things, the media and messages so many young people here about how they should live, but go on to commit suicide because they can't cope with those expectations." The supportive environment of that group setting enabled someone to come out of the closet.

You don't get a unique education like that by just signing up for a class and expecting everyone else to talk while you sit back and just listen. If you do that, you limit the potential of everyone's learning experience. You also hurt your grade in a class where class participation has nothing to do with how regularly you show up in the room. Keeping a seat warm is not the goal.

MCOM 105 works best when you do your part...namely...YOU keep up with current events and diversity news...YOU bring that knowledge to class and volunteer the info. YOU ask questions to invite others to open up, and when the professor challenges the class to read something, screen some movies and then share their views and perspectives, YOU have something to offer opens new avenues of thought. College is suppose to inspire this intellectual exchange and help you go beyond your familiar world and ways of seeing and doing things. To be successful in our changing global community, YOU must do more than just fit in. Few companies throw money at people who sit around with little to say or offer. Creative ideas and innovative approaches are more desirable, but knowing something more about diversity issues might prevent you from going too far and possibly offending the public, a proud culture, an individual or group of people who feel marginalized by society and the media.

Learn to be savvy about diversity and your contributions to the media or your professional career could prove invaluable. Care about something more than money, and you might just wind up with riches beyond your wildest dreams!

STOP! LOOK! LISTEN! LEARN! THINK ...THEN THOUGHTFULLY REACT!

This class is designed to help students to take time out to see what's going on right in front of them. We're often so busy in this world trying to do so much all the time, we sometimes don't appreciate how a news story, an advertisement, a movie plot, a comedy routine, a public event, a controversial book, or a popular internet site or movement is actually affecting all kinds of people.

For mass media to be successful and profitable, it must do enough research and consider carefully what's going on, then tread carefully. Deadline pressures and high expectations in media usually inspire quick decisions and immediate action.

But, what if you misstep because you didn't stop long enough to consider the possible down side or another perspective? Rushing to get something out there can increase online hits, boost broadcast ratings, sales and subscriptions...but THE OPPOSITE IS ALSO TRUE. A rushed decision, with limited thought, perspective or judgment could prove disastrous. Two stories in the media this past summer showcased and both lead to bad outcomes:



7/30 Boston cop faces termination hearing
[Officer Justin Barrett calls Harvard Prof. Gates a "jungle monkey" repeatedly in an angry e-mail protest of the July arrest controversy.](#)

Even though Barrett sent his email to the Boston Globe newspaper knowing they might print it, he blamed the paper for losing his job when they reported what he said. The national media widely reported the racial slur. Many African-Americans complained that extended media coverage may have reinforced the views on some bigots keeping the issue and concern alive. A research study reported this summer also said:

[Non-racists can unknowingly reflect racial stereotypes](#)

8/17 Costco pulls the "Lil Monkey" doll off the shelves.



Why didn't someone catch this sooner?

[Was it a racist marketing plan?](#)

Seattle Times: Newspaper
[Doll considered racially offensive](#)

Many African-Americans would wonder how did this bad idea ever make it so far given the well documented painful cultural history of this image and expression? What were they thinking?

This semester, you may be amazed how many diversity related issues, focused on one group or another, shows up nearly on a daily basis in American media. Many of the problems that result started with people who just weren't paying attention or didn't time to think before they acted. MCOM 105 will have no shortage of examples to explore.

Question: Are you paying attention and really trying or are you just coasting through college?

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 you 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 and say your peace QUICKLY, CLEARLY without personal attacks ever. Being aggressive about providing meaningful perspectives 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.

Question: Are you doing enough to broaden your knowledge while at SJSU, or are you doing the drone thing or just going through the motions?

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. **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.

MCOM 105 – [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.

See details online: All Prof. Rucker classes - [CONDUCT POLICIES](#). (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>

Check in daily with the [MCOM 105 – HOME PAGE](#) for news and assignment updates.

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.

Students should DAILY read online, listen on radio or watch on television local and national news stories. We will be discussing pertinent issues in class. Saying "I didn't have time" is a lame excuse. Ignorance is too easy to see and discount in the world. Don't let people discount you. Know what's going on every day.

A PERSONAL NOTE FROM PROFESSOR RUCKER:

One current event I wish we all could avoid...the current economic downturn and the California state reaction to it. Below is some information I urge all students to review carefully.

I promise to work hard to make sure the quality of your class assignment not be any less than normal.

I also believe you deserve an apology for the huge increase in students fees (30% higher than last year), the caps on classroom enrollments, and mandatory faculty furloughs, all effective immediately.

I understand the burden this puts on all of you trying to complete your education and earn a fighting chance to survive and succeed in your chosen careers in the future. Please accept my personal apology for how state lawmakers have made more difficult your dreams and conscientious plans to earn a college education. I strongly encourage you to let them know how you feel. **MONITOR NEWS COVERAGE CLOSELY...SPEAK UP...GET INVOLVED.**

Fall Semester, 2009 FACULTY FURLOUGHS

What YOU should know and how YOU CAN REACT

Dear Students :

You are no doubt aware of California 's budget deficit. The CSU (California State University System) is facing a \$585,000,000 reduction in funding. The cut to San Jose State is around \$40 million. By cutting back on salaries for administrators, managers, staff workers, maintenance workers, nurses, instructors, librarians, etc., our campus can make up most but not all of the \$40 million shortfall.

Most of the workers mentioned above voted for a furlough plan, which means the workers will see a 9.23% reduction in pay and a corresponding reduction in workload. **This semester you will see the whole campus closed on designated days. The faculty will also personally select six furlough days for the semester, which we must designate in writing. It is illegal for us to do any work on a furlough day, no returning or taking phone calls, no reading emails, no grading papers, nothing.**

You are paying more for your education now than ever before. Instructors may have to cancel some class meetings. Many course sections cannot be offered and have been canceled. Many lecturers have lost their jobs. Please know that this situation is outrageous and heartbreaking for us. We want you to have the best academic preparation possible, but that goal is becoming more difficult to reach given the economic realities we all face. The furlough agreement between the CSU administration and the faculty states that "...cuts of this magnitude will naturally have consequences for the quality of education we can provide...."

We encourage you to step up and get involved in your higher education, your future, and the future of California . **Contact your state legislators and tell them what you think. Contact our Governor. Attend the rallies and events that will occur on campus this semester. By taking action, we can make change!**

CONTACT INFORMATION:

Find your local state legislators and contact information: <http://www.leginfo.ca.gov/yourleg.html> (Enter your home zip code)
If you live around the SJSU campus, our legislators in Sacramento are: [Senator Elaine Alquist and Assemblyman Joe Coto](#)

Governor Arnold Schwarzenegger (Office of Governor Official Website: <http://gov.ca.gov>)

State Capitol Building, Sacramento, CA 95814, Phone: 916-445-2841, Fax: 916-558-3160

To email Governor Schwarzenegger – <http://gov.ca.gov/interact>

Dr. Charles B. Reed , Chancellor, California State University, 401 Golden Shore, Rm. 641, Long Beach, CA 90802

Phone: (562) 951-4700, Fax: (562) 951-4986

For CSU Board of Trustees contact information, go to <http://www.calstate.edu/bot/addresslist.shtml>

SPECIAL NOTE TO PROFESSOR RUCKER STUDENTS: FURLOUGH DAYS - FALL, 2009

SJSU is requiring all faculty to take furlough days :	Prof. Rucker's furlough days – NOT ON CAMPUS
TUESDAY, SEPTEMBER 22nd MONDAY, OCTOBER 19th FRIDAY, NOVEMBER 13th	THURSDAY: NOVEMBER 12th FRIDAYS: SEPTEMBER 11th and 25th OCTOBER 16th and 30th DECEMBER 4th

Prof. Rucker deeply regrets having to do this to his students this semester. With more furlough days required in the Spring 2010 semester, I strongly encourage students to speak up now and tell your elected officials your stories and personal reactions. Lawmakers need to know what you think. **Your individual voice matters now more than ever!**



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.



WRITING ASSIGNMENTS ARE WORTH **40%** OF YOUR OVERALL MCOM 105 GRADE.

You individual viewpoints and perspectives are always wanted and respected. They are NOT given a letter grade. No one has a right to grade your honest opinions in this class. You are given a credit or no credit grade for simply fulfilling the writing assignment thoroughly.

Responses to class writing assignments must be turned in on time in class (not by email or special delivery), be typed properly (usually double-spaced with a .5 margin on all sides), and must address specified evaluation directives. Lack of full compliance with these requirements may result in no credit for individual written assignments. For each of the following writing assignments expect LATE SUBMISSIONS ARE NOT ACCEPTABLE and NO MAKE Ups,

FILM STUDY REPORTS:

Periodically students will be assigned to screen diversity focused movies or TV shows outside of class time, and write a report identifying your thoughts. Students must try to assess what were the messages or intent of the writer or producer, and how the media effort offered new insights, challenged your thinking, or changed your opinions of the diversity topic. For full credit, students must verbally share a synopsis of their written report in class discussions

MEDIA STUDY REPORTS:

Periodically students will be assigned to study diversity focused advertising, carefully review research data and studies, newspaper, magazine, TV, radio or online diversity reports or stories. Writing assignments will specify what students should focus on. For full credit, students must verbally share a synopsis of their written report in class discussions.

GUEST SPEAKER RESEARCH/QUESTIONS:

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 an understanding of the guest’s background, experience, positions or publications, and SUBMIT FIVE INFORMED QUESTIONS for the guest. Evidence of research must be in questions. No late submissions. No make-ups. Never engage in personal arguments with any guest. Be respectful always.

NEW

VIDEO REPORTS:

There may be timely issues or topics focused on diversity in the media where students could be asked to record their comments and include their research information and/or interviews in creative video reports. This department has a working relationship with CNN **i-reports** online to offer videotaped perspectives from out west. MCOM 105 students are not required to purchase special cameras or equipment. If assigned, video reports will be small group efforts. No report should be offered to CNN or posted online which does not showcase thorough attention to specified requirements. **i-reports** are sometimes used on CNN domestic and international television channels.

Professor Rucker is always open to creative suggestions for showcasing class assignments online. You are encouraged to offer your ideas to the class as a whole and to him for class discussion and his final decision.



ASSIGNED READINGS TESTS ARE WORTH **20%** OF YOUR OVERALL MCOM 105 GRADE.

Read carefully all ASSIGNED readings provided or authorized by Professor Rucker in class. You will be **tested, on readings assigned in oral and written formats.**

Download the free course text and read the entire book. Chapters will be assigned for testing. Other reading materials for testing may be identified and posted on the class website home page. Expect no make up exams or extensions.

Finally...EXTRA CREDIT. Don't count on it.

Prof. Rucker is not big on this concept. Students should take full advantage of regular assignments and not expect to have grades raised at the end of the semester due to extra work attempted. If extra credit is ever assigned, he will notify all students in class. A written assignment or verbal report may be part of any extra credit assignment.



Campus Policies

Academic Year: Fall, 2009 – Spring, 2010

[MANDATORY FURLOUGHS : Information](#)

San José State University is committed to sharing with you regular updates on the state budget situation.

August 13 budget update from President Whitmore:

San José State's 2009-2010 furlough calendars have been approved by the California State University Chancellor's Office. Human Resources has posted the calendars its website. The first item you will see is a master calendar that applies to most faculty, staff, confidentials and MPPs. The master calendar is followed by a series of calendars developed for departments with special operational needs. [View the calendars.](#)

University Academic 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.



Professor Bob Rucker **Classroom REQUIREMENTS:**

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 STRICT CLASSROOM ENFORCEMENT – SAVE THE EXCUSES.

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.

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 or ask for 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 about that word and its spelling...

When you say "ASSUME" you could make an "ASS" out of "U" and "ME."