Course Syllabus
Spring Semester 2016
MMC 4936: Special Topics: Women in Communication, Section B55
Wednesday, 11 a.m.-1:30 p.m., AC 2, 251

Dr. Lillian Lodge Kopenhaver, AC2, 319, 305-919-5623, kopenhav@fiu.edu
Office hours by appointment

Course Objectives and Outcomes:

The communications professions have historically been dominated by men. Women have slowly, but steadily, been transforming these industries, but how far have they come? How have they been able to take their place at the table? This course will identify the women pioneers in all fields of communication and track the progress of women in leadership in the field today. Topics will include the growth of multi-cultural opportunities and the impact of women communicators in the workplace and on history and society. Students will leave this course with the ability to:

1. Recognize the influential women in the fields of communication
2. Understand the role of women in the development of media, public relations, advertising and other communication fields
3. Identify the historical influences enabling women to move into the communications professions
4. Recognize sex-role stereotyping in media and advertising
5. Identify the characteristics of leadership necessary to success in communications careers
6. Recognize the reasons for gender inequity in the professions historically and today

Required Texts


Attendance/Classroom Participation

Class participation, both individually and in group projects, will be an important part of your grade. Absences or failure to contribute to your group projects will affect your grade. Students who have to miss class should made every effort to contact the
professor, preferably by email, before the class. However, on the days that assignments are due, no excuses will be permitted for not having the assignment in on that date.

**Departmental Writing Policy**

This is a class in communication, therefore excellent communications, both written and oral, are expected. All paper and projects will be graded first for content. Then writing and language skills will be taken into consideration and too many errors will influence the final grade.

**Plagiarism**

Plagiarism is a violation of the academic policy of the university and is an unethical use of another's work. Make sure that your work is your own and that you have not appropriated someone else's language or work. Read up on plagiarism in the FIU student handbook.

**Course Schedule**

**January 13:** Review of course, syllabus, projects

**January 20:** Beasley and Gibbons, Early history, Chapters 1 to 9

**January 27:** Women and Stereotypes in Advertising: Advertising Project due; Beasley and Gibbons, Chapter 24; Creedon and Cramer, Chapters 1, 2, 3, 8, 9, 19

**February 3:** Guest speaker: Women in Leadership

**February 10:** Women in History Project Due; Beasley and Gibbons, Growth in Diversity, Chapters 9 to 18

**February 17:** Sheryl Sandberg, *Lean in*

**February 24:** Women and Entrepreneurship guest speaker: Kopenhaver Center Leadership Webinar Series: Korin Castro, managing director, Ikone International, branding, social media and web development; Creedon and Cramer, Chapters 4, 5, 6, 7, 12, 14

**March 2:** Creedon and Cramer, Chapters 10, 11, 13, 16, 17, 18; Color: Its Meaning and Implications

**March 9:** Research for Oral History Project

**March 16:** Spring Break: Enjoy the week off!

**March 23:** Creedon and Cramer, Chapters 20, 21, 22; Beasley and Gibbons, Chapters 19, 21, 22
March 30: Oral History Project Due

April 6: Beasley and Gibbons, Chapters 20, 23; Pick two webinar speakers from the kopenhavercenter.org website, and list six major talking points for each of what was important in their presentations.

April 13: Women and Technology guest speaker

April 20: Women’s Research Project Presentations; Mentorship Portfolios due

April 27: Women in communications leadership and the future: A perspective

Class Projects

Advertising Project: Due Feb. 3

Students will find three advertisements from any source that reflect a stereotype of some sort as it relates to women and prepare a critique of the ads to discuss in class. Bring copies of the ads to share with the class.

Women’s History Project: Due Jan. 27

Select an historical woman communicator from our texts on whom to write a two-page paper, plus a reference page. Show why this individual has a place in the evolution of women in the field. You can use either text as a guide to the selection of that individual, but you must do additional research outside our books. Selections must be approved by the professor in advance. Use proper footnote and reference format, as well as proper AP style.

Women’s Oral History Project: Due March 30

Select a contemporary communicator who has had an influence on one of the fields of communication, and do an oral history interview project on that individual. Prepare both a three-page paper on that individual as well as a 10-minute presentation for the class as to why this individual has a place in the evolution of women in communication. Use proper footnote and reference format, as well as proper AP style. Email the professor by Feb. 20 whom you will interview.

Women’s Research Project Presentation: due April 20
Select an issue relating to women and communication and prepare a 10-minute presentation on that selection. Use either of our textbooks for ideas. Some suggestions include any of the topics covered in the books, such as gendered magazines and sex-role stereotyping, the role of women at particular times in U.S. history as it relates to our field, the women's liberation movement, barriers facing minority women in communication, etc. Topics are flexible and must be approved by the professor before you go for. Provide an outline of the report to the professor prior to your presentation.

Mentorship Portfolios: due April 20