

## JAMS 380-202: ANIMALS in the MEDIA (ONLINE)

Summer 2022      Six Weeks: June 13 – July 23      Instructor: Joette Rockow  
[rockow@uwm.edu](mailto:rockow@uwm.edu)      Phone: 414-530-9212

If you ever have trouble starting a dinner conversation just ask the people at the table about their pets. The conversation will flow. That's because, especially in modern society, our pets hold a place of importance and distinction. Cats, once mainly mousers on farms and in urban alleys, are now pampered members of the household. Dogs, once mainly used to hunt and protect property, now sleep inside on their owner's beds. But other animals don't live that life of luxury. Many animals are still raised only as commodities. Others are seen as nuisances, vermin or valued only for their fur, sport or entertainment. News media covers stories about animals in a variety of ways and from varying perspectives. Advertisers use animals to gain attention for brands. Animal welfare organizations have websites and utilize social media in order to gain support for their cause. And there are TV programs and networks and podcasts dedicated to the tales of animals, wild and domesticated. This course will take a look at how animals are portrayed, defined, and explained in the media and how those images and portrayals affect our cultural view of animals.

### **Objectives**

- Examine how animals are portrayed through various media.
- Analyze how portrayals of animals in media may have an effect on the place of animals in society.
- To understand our own beliefs, perceptions and philosophies about animals.
- Analyze how media affect our own attitudes and perceptions about and actions toward animals.
- Review and analyze the content of advertising, news, public relations messages, entertainment and electronic venues and other media that feature or discuss animals.
- To better understand animals and their place, purpose and rights in society and to examine our own attitudes about and toward animals.

### **Texts/Reading**

-All articles and other materials for this class are posted on Canvas. There is no book to purchase. (You're welcome!) But you must do the reading to be successful in this class.

### **Instructor Contact**      **PHONE: 414-530-9212**      [rockow@uwm.edu](mailto:rockow@uwm.edu)

I will be available to you much of the time throughout this course. What generally find is that students in online courses "under communicate" with me. It's just the nature of the beast. If you want or need to contact me, here is how and when to do it.

- Email: You can email me anytime. I will answer your email in less than 12 hours. If you don't hear from me...email me again.
- Phone: I have a phone and people actually do call me on it, and I often answer it. (That's so, 2012!) If I don't answer you can leave me a message and I will respond to your call. NOTE: There are occasions when a phone call is more appropriate than a text or email. (i.e. "I'd like an extension on the assignment because...")
- Texting: This is OK for brief and simple questions or communications. For anything more elaborate, email or a phone call is more appropriate.
- "Office Hours": I'm generally sitting at my computer in the morning having coffee and breakfast. Best time to reach me is between 9:00 and 11:00 Monday through Thursday morning.

### **Assignments**

You will receive in-depth instructions and grading information when you view these assignments on Canvas. Below is a brief listing of the assignments you will be responsible for completing during this summer course.

Videos / Audio                  Two Total                  Value: 100 points each                  Total: 200 points

The first video will a SIMPLE introductory to you and your pet(s) or family pets or perhaps some other animal that you have an "interaction" with. The second will be a short overview on a specific nonhuman being.

Analysis Papers                  Three Total                  Value: 100 points each                  Total: 300 points

These assignments will focus on your understanding of the readings and course materials and how well you can discuss concepts brought out in these materials. These will not be long papers, but short, yet very clear and well-written.

Reflection Papers                  Two Total                  Value: 50 points each                  Total: 100 points

These will be short, reflective assignments concerning your philosophies, experiences and thoughts about animals.

Reading Questions                  Two Total                  Value: 100 points each                  Total: 200 points

These reading assignments encompass some short answer questions related to the readings. Basically, I just want you to do the reading because...it's important, especially in an online class.

**TOTAL POINTS POSSIBLE FOR COURSE: 900 Points**

## Grading

This course will be based off of 900 total points possible.

900 - 837 points = A	836 - 810 = A-	809 - 783 = B+	782 - 756 = B	755 - 720 = B-
719 - 693 = C+	692 - 657 = C	656 - 630 = C-	629 - 603 = D+	602 - 576 = D
575 - 540 = D-	539 or less = F			

## **Late Assignments? Say what?!**

I keep a very organized online class. There are no surprise assignments or due dates. It's all there on this syllabus and the course calendar. All assignments are to be submitted by students through Canvas. If you happen to miss an assignment due date and time, then there is only one way to turn in an assignment and that is by emailing the assignment to me. This in effect "flags" the assignment as late. It's very difficult to keep track of 25 students in an online class, especially when 4 or 5 of them turn in late assignments. It also makes the process of grading assignments far less streamlined for the instructor. But I know crap happens. So, here is the deal.

1. Turn your assignments in on time.
2. Don't wait until the last minute to submit your assignment. Give yourself an hour of wiggle room.
3. If you know your assignment will be late (that means being PROACTIVE) contact me by phone or email. I'm pretty reasonable.
4. Late assignments with no communication will receive zero points. The instructor reserves the right to accept/not accept late submissions.
5. Late submissions will be graded last when I have spare time to grade them.

## **Canvas**

I use Canvas to post grades, class information, additional reading material, and announcements for this class. You should check Canvas *at least twice per week*, use it to double-check your grades on assignments, to look for additional course materials/readings, and for other course business. Note: All properly registered students who have outstanding fees/tuition should be listed on Canvas for this class. So, return your overdue library books!

## **Time Management**

This is a very condensed class, and my goal is to make it a valuable learning experience without making anyone crazy, including the instructor. However, since this is an online Summer course, it is imperative that you be self-directed and pay attention to assignments and deadlines. I won't be around to verbally remind you of when things are due and there is no specific time when you must review lectures, course material, or do the reading. That's what is great and dangerous about online courses. Online courses require that you maintain a high level of individual discipline to complete the weekly assignments. Use the Course Calendar and Canvas as your guide. All important information and due dates are listed there. And of course, ask me (expeditiously) if you have questions.

## **Technology**

You will need to have some technology abilities to be able to successfully take this online class. You will need access to the Internet and a high-speed connection. The UWM technology HELP! number is 414-229-4040. I can also try to assist you with some of your questions, but past a point, I won't be able to help.

NOTE: Check your UWM email, Canvas site and grades often.

## **Plagiarism, cheating and other misdeeds...**

It is vital that work on assignments be your own or accurately cited. Nothing else will be accepted. However, you may use information from sources to support your written discussion as long as you cite those sources. There is absolutely nothing wrong with quoting or paraphrasing others as long as you cite them as a source. In fact, it is mandatory for this course that you do so, especially in the final research paper. What I and the members of our department discourage is *plagiarism*.

What is *plagiarism*? Cutting and pasting written works from the Internet without citing their author is plagiarism. Using someone else's work, ideas or writing with or without his/her knowledge and permission, and failing to cite that person/author, thereby declaring it your own, is plagiarism. Declaring work, writing or ideas your own, when someone else wrote or produced it is *plagiarism*.

*Pulling papers / information off the Internet*: It is *not* difficult for me to distinguish work that is not a student's own work. There are a number of distinct signs. And it is not difficult, given new Internet technology for instructors and to find exact sites, books, pre-written term papers where information was illegally copied and used by a student. We occasionally run suspect papers through plagiarism detection software. Yes, plagiarism is illegal and we do catch students doing it. If I find plagiarism, I must report it to the Dean of Students.

*Student Misconduct*: Allowing someone else to use your work as his or her own is also a serious act of student misconduct. Being dishonest about why you missed class or an assignment is also student misconduct and students who try this may also visit the Dean of Students.

Penalties for plagiarizing or acts of student misconduct include receiving an F for the assignment or for the class, and could result in expulsion

from the University. Plagiarism, lying and cheating are risky activities. The entire JMC staff takes these activities seriously. If you have questions about citing information on assignments or if you are having difficulty understanding how to properly use or reference other people's work, see me and I will help you. For more information on this or other school policies see the official UW-Milwaukee website (search: Academic misconduct). <http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/>

## Academic Resources Center (ARC)

If you are having issues that keep you from being your best as a student (personal issues, learning issues, medical issues, etc.) then you must contact ARC, fill out proper forms, and get them to me (personal and confidential). If you do, I can help you. If you don't, I am limited in how much help I can offer. If you wish to speak to me in private about this, just let me know. Here is ARC's web address: <https://uwm.edu/arc/>

## Most important of all

If you are having trouble understanding materials, assignments, concepts or content from class, please contact me. If you don't tell me you are having trouble or don't understand something, then I can't help. If you tell me that you are experiencing difficulties I can and will try to help. Also, if something doesn't seem correct (confusing assignment due dates, videos not showing up, etc.) contact me! I often don't know that something is out of place unless a student alerts me of the situation. I am a human animal and I do make mistakes!

## About the Instructor: Joette Rockow, Sr. Lecturer

Animals are some of the most important beings of my life. I cannot imagine a home without cats, horses or dogs in it. I think about and interact with them all the time. They give me great joy and when one dies, whether it be my own companion animals or a wild animal in my backyard, it brings me sorrow. I do extensive pro bono work for the Wisconsin Humane Society, Stepping Stone Farms and actively assist with feral cat rescues and TNR. I live near Alverno College with one indoor cat-being, Towie, and a feral cat that lives on my porch, named Baby. I have worked in the mass communication and graphics industry for "a really long time." I have an Associate's degree in Photography and Applied Art from MATC, a BA in Communications from Alverno College, and an MA in Journalism and Mass Communication from UW-Milwaukee. When I am not teaching, I enjoy traveling, hiking, tennis, film, biking, photography, cooking, playing / listening to music, reading, a good cup of coffee or a cold fermented beverage, and civil political discourse.

Week / Dates	Reading, Videos, Lectures and other materials	Topics / Videos / Lectures	Assignments Given / Due Dates
June 13 - June 19	Introduction: Some We Love, Hate, Eat (Herzog) The Human-Animal Bond (Serpell, 2015) Animal Emotions (Bekoff article) Animal Welfare and the Paradox of Animal Consciousness Animal Sentience: Where are we and where are we heading? <b>VIDEOS AND LINKS</b> <i>What are animals thinking and feeling (19 min)</i> <i>Why Can't All Animals Be Domesticated?</i> <i>Two Monkeys: Grapes and Cucumbers(2.75 min)</i> <i>Sentience: What it means and why it's important</i> <i>Anthropomorphism: how much humans and animals share</i> <b>Lectures in 5 Minutes or Less</b> Anthropomorphism Sentience Speciesism	Paradoxes of Human-Animal Interaction Human-Animal Bond Anthropomorphism and Speciesism	Receive: First Self-Reflection Receive: Video One Receive: Reading One <b>DUE: First Self-Reflection (Friday June 18)</b>

### Additional Helpful Information

For exhaustive information about university policies, please see the Secretary of the University's Web site: <http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf>

#### Students with disabilities:

If you will need accommodations in order to meet any of the requirements of this course, please contact the instructor as soon as possible.

#### Religious observances

Students will be permitted to make up assignments when (a) There is a scheduling conflict between the student's sincerely held religious beliefs and taking the examination or meeting the academic requirements; and (b) The student has notified the instructor, within the first three weeks of the beginning of classes of the specific days or dates on which he or she will request relief from an examination or academic requirement.

#### Incompletes

A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work.

#### Discriminatory conduct (such as sexual harassment)

The University will not tolerate discriminatory conduct. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.

**Academic misconduct**

Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.

**Complaint procedures**

Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.

**Grade appeal procedures**

A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

For further information about university policies, please see the Secretary of the University's Web site: (<http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf>)

**BUREAUCRACY ALERT!**

You may review the following if you wish. This is not the golden rule for how to get an A in this or any other class. These are general *guidelines that we are required to provide* that suggest and only suggest how much time should be spent on the following activities over the course of the semester if you wish to do reasonably well in this course. And this is more difficult to estimate for a condensed summer class. Some students put in more time and may do better. Some students put in less time with varying results. I realize some of these categories may not exactly make sense for this type of class, but if you have questions, ask me. Again, every student is different, and will have different results. Using this timeframe below does not guarantee you an A in this class.

Time spent reading and/or reviewing other material: 7 Hours/week

Time taking and preparing for exams: 3 Hours / week

Time completing assignments: 6 Hours / week

Time for preparation and study: 3 Hours /week

TOTAL: 115 total hours total or approximately 15 hours / week (for an A or B in this class).