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# Student-Led Engagement with DEI: Leadership, Media Scholarship, and Industry Connection

Diversity in Media course focuses on DEIB concepts and promotes **critical thinking** and ethical media literacy.

### SUMMARY

In **Diversity in Media (MC 612)**, students lead weekly discussions by connecting scholarly DEIB concepts to real-world media. This assignment builds student agency, fosters inclusive dialogue, and deepens engagement with course material — preparing students to think critically and apply cultural competence in their future media careers.

### COURSE CONTEXT

- Course: MC 612–Diversity in Media
- Upper-level undergraduate students
- Focus: Identity, bias, inclusion, and media analysis
- Learning outcomes: **Cultural competence, critical thinking, peer collaboration**

### ASSIGNMENT OVERVIEW: LEADERSHIP GROUPS

- Students assigned to weekly leadership teams
- Responsible for presenting 2 textbook chapters
- Required to connect material to real-world media (ads, news, pop culture)
- Lead class with 2–3 discussion questions
- Integrate supplemental media (e.g., video clips, social trends, campaigns)
- Use online presentation program (Canva most commonly used) for organization and professionalism

**EXAMPLE TOPIC AREAS:** Racist Ideologies & Native American Representation; Feminism and Gender Portrayals in Television; Class Representation and Social Identity in Media; Social Media, Digital Communities, and Activism; Childhood and Media Influence

### PEDAGOGICAL IMPACT

- Encourages **student ownership** and **confidence**
- Promotes **inclusive, discussion-based learning**
- Links theory to professional media practices
- Supports **peer-led engagement** and **cultural awareness**

### STUDENT FEEDBACK

*“We were able to have discussions at any point, allowing students to bring forth any information they wanted which was really unique.”*

*“We were encouraged to tart talking about real life issues now, prepping us to take what we learn and our fresh perspectives into the real world to try to encourage others to be more open minded.”*

*“This course pushed us to challenge our preconceived thoughts in order to grow.”*