

Survey of Mass Communication
JOUR1700 – 001
Fall 2011
MWF 9:10 a.m. - 10:05 a.m.
100 Meeman Journalism

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Office hours: After 2:00 MWF; after 3:00 TR.
*Appointments are a good idea if you want to avoid waiting.
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COURSE-SPECIFIC REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Social background, scope, functions and organization of modern communication media, attention to all major mass communication media; philosophy and goals of modern journalism; impact on governmental, social and economic systems.

PROFESSIONAL VALUES AND COMPETENCIES FOR SURVEY OF MASS COMMUNICATION:

- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in mass communications
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;

PREREQUISITE:

None

TEXTBOOKS:

Ralph E. Hanson, *Mass Communication: Living in a Media World*, 3rd edition (CQ Press, 2011)
ISBN 978-1-60426-600-9

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Recognize the role of media in influencing the political and cultural dynamics on the global stage.
- Develop a strong historical sense of how mass communication technologies originated and developed.

- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating messages.
- Understand the ongoing government regulation of the U.S. Media as well as the constitutional principles that guide it.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
- Understand how new technology affects the media and communication.
- Understand what's involved in preparing for and advancing a career in the changing media.
- Understand the allied fields of advertising and public relations and their relationship to media systems.
- Understand mass communication theories and their application to media professions.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Earn a passing score on periodic tests and quizzes.
- Participate in one or more outside activities (e.g., attend FOI lecture, interview media professional, visit media organization, participate in applied research) at the discretion of the instructor.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR SURVEY OF MASS COMMUNICATIONS:

Awareness:

- Lecture , discussion on First Amendment and basics of media law
- Text readings, guest speakers and lectures by professor will address all the major divisions of mass media, including newspaper, magazine, TV, radio, Internet , books, movies, public relations and advertising.
- Diversity will be discussed as it applies to all areas of mass communication.
- Ethical decision making is discussed throughout the semester as it applies to each media profession.
- Discussion questions will be posed in class to stimulate critical thinking. Independent thinking is encouraged.

Application:

- Each student will interview a media professional and write an informal paper on what you learned. This is not a writing class, so you will not be graded on writing proficiency. Content and student's obeying the rules set for the assignment will determine the grade.
- There will be four smaller media assignments. Specifics to be announced throughout the semester.

CLASSROOM FORMAT:

Lecture and discussion will be used in the teaching of the class, and students will be tested on textbook readings as well as lectures by the professor and guest speakers.

REQUIREMENTS:

There will be two major tests—a midterm and a final exam. You will be tested on only the material covered since the last test. There will be quizzes on some of the textbook readings you will be assigned. You will also be graded on five media assignments: a one-page report about a media professional you interview; a one-page report about a professional event you attend (a meeting of SPI, NABJ, PRSSA, or AdFed, for example); documented attendance at a professional-development activity; and two media exercises to be announced in class. Every student must take the English Proficiency Test during the semester. [See below for more details.]

No laptops, phones, or other electronic devices are to be used in class. This means no texting, no tweeting, no email, no Facebook—period. Class time is for class, nothing else.

GRADING:

Midterm: 20%
 Final: 20%
 Quizzes: 20%
 Assignments: 20%
 Attendance and Participation: 20%

ENGLISH PROFICIENCY ASSESSMENT TEST: All JOUR 1700 undergraduate students must take the English Proficiency test for the first time no later than October 24, 2011, in order to pass the course. There will be no exceptions. If you do not take the test, you will receive an F for the course. Non-journalism majors do not have to earn a particular score, but you must take the test. All journalism majors must earn a minimum score of 31 on the test to register for our first writing course, JOUR 2121, Media Writing. The test is restricted to the Meeman Journalism labs in **rooms 202 and 206** during open lab hours which are posted around the building and on the journalism web site. The lab attendant will get you set up to take the test. Journalism majors may take the test more than once, if they don't make the acceptable score the first time. You do not have to pass the test by October 24, but you must have taken it at least once by then.

TENTATIVE CLASS SCHEDULE:

Week	Topic/ Assignment	Pages	Additional Info
Week 1	Introduction.	Preface,	.
8/29 – 9/2	Living in a Media World.	Chapter 1	
Mon., Sept. 5	<i>Labor Day (no class)</i>		
Week 2	Mass Communication Effects	Chapter 2	Quiz 1
9/7 – 9/9			

Week 3 9/12 – 9/16	The Media Business	Chapter 3	
Week 4 9/19 – 9/23	Newspapers	Chapter 6	Quiz 2
Week 5 9/26 – 9/30	Magazines	Chapter 5	
Week 6 10/3 – 10/7	Books	Chapter 4	Quiz 3
Week 7 10/10 – 10/14	Audio	Chapter 7	MIDTERM (Oct. 12)
<i>Oct. 15-18</i>	<i>Fall Break (no class)</i>		
Week 8 10/19 – 10/21	Movies	Chapter 8	
Week 9 10/24 – 10/28	Television	Chapter 9	Quiz 4
Week 10 10/31 – 11/4	The Internet	Chapter 10	Quiz 5
Week 11 11/7 – 11/11	Advertising	Chapter 11	Quiz 6
Week 12 11/14 – 11/18	Public Relations	Chapter 12	Quiz 7
Week 13 11/21-11/23	Media Law	Chapter 13	
<i>Nov. 24-27</i>	<i>Thanksgiving Break (no class)</i>		
Week 14 11/28-12/2	Media Ethics	Chapter 14	Quiz 8
Week 15	Global Media	Chapter 15	
Friday, Dec. 9			FINAL EXAM

Notes: Attendance will be recorded for every class.

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click

on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.