

Survey of Mass Communication

JOUR 1700-M50

Spring 2011

Online via UM ecourseware (see below for access instructions)

Dr. Redmond

Email: jredmond@memphis.edu

Office: Online only

Office hours: By appointment

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:

- 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 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;
- apply tools and technologies appropriate for the communications professions in which they work.

PREREQUISITE:

None

TEXTBOOKS:

Mass Communication: Living in a Media World, third edition, Ralph E. Hanson. CQ Press; 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/or exams.
- 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.

COURSE WEBSITE ADDRESS: (The course page will be open from January 13th to April 27th)

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the “**MyMemphis**” link at the bottom of the left column menu
3. Log in using your University of Memphis username and password.
4. Click on the “ecampus resources” tab.
5. In the center column of the page, click on the blue UoM eCourseware link
6. Down on that page, in the spring 2010 course list available to you click on the link for JOUR 1700 M50 to enter your course and read the instructions on the welcoming page.

NOTE: We will **NOT** use the internal ecourseware email system on the course web page. Use your regular email and correspond with the professor at his regular UM address noted at the top of this syllabus.

ENGLISH PROFICIENCY ASSESSMENT TEST:

All JOUR 1700 students must take the English Proficiency test for the first time no later than March 27, 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.

At the journalism website <https://umdrive.memphis.edu/g-journalism/> you will find a link to Proficiency Test. At that link you will find tutorials on grammar, spelling and punctuation—**NOT THE TEST** itself. If you are not able to take the EPT on campus at the University of Memphis, you must contact the main office in the Department of Journalism (901) 678-2401 and arrange to have someone monitor your taking the EPT.

OBJECTIVE OF COURSE:

This course is an introduction to all professional areas falling under the umbrella of journalism. We will read about and discuss the history, purpose, role, function and future of newspapers, magazines, publishing, radio, television, advertising, public relations and other related industries and activities. Students participate in one of more outside activities (attend Freedom of Information event, interview media profession, visit a media organization) at the discretion of the instructor.

The course covers how primary research, including focus groups and surveys, determine target audience selection for certain products/services. It covers the role that media play in audience consumption behavior and media use. For example, students learn about secondary media sources (Nielsen, MediaMark) and which media (television, Internet, newspaper, etc.) a target audience uses and how much of a product/service a target audience consumes. The course also demonstrates how students should critically analyze and determine how their use of mass media, including advertising and public relations techniques, impacts their lives.

This covers the techniques of computer-assisted reporting (CAR): developing a research question, gathering primary information (interviews) and secondary data (public records), analyzing data sets using Excel or Access software, and writing a professional investigative reporting project. It covers the ongoing government regulation of the U.S. media as well as the constitutional principles that guide it. Additionally, the course covers how new technology, including the increase of social media, affects consumers.

No late work will be accepted. All quizzes and discussion boards for each week's assigned reading close at 11:59 p.m. Sunday night.

The basic requirements for this course include five elements:

1. **Complete** the Department of Journalism **English Proficiency Test**, as indicated above no later than March 27, 2011. All students including non-journalism majors are required to take the test. No exceptions.
2. **Complete assigned readings** from the text book each week as indicated at the end of this syllabus;
3. **Complete the quiz for each assigned reading** each week by Sunday night;
4. **Post comments on the discussion board "topic" for each reading** each week by Sunday night;
5. **Complete the "Media professional essay"** assignment explained later in this syllabus by March 27, 2011.

Chapter Exams:

They are timed to insure you cannot look up individual answers, but will have to rely on your comprehension of the readings. Typically, you will have from 30 seconds to 1 minute to answer each question. Thus, you should read thoroughly and study each assignment before taking the chapter exam. You will be allowed only one attempt at each exam. If you run out of time on an exam it will be recorded as a zero. Generally, there are 20 questions for each chapter.

Watch the clock when you take each exam, and make sure you save each answer when you select it. That way, if you run out of time you'll still have all the questions you have completed count. If you do not hit the save button, no grade will be recorded. There is one attempt allowed for each exam, and no make-ups. All exams have questions

extracted from a large database for each unique user, and all answer options shuffled for each person who takes an exam, to insure exam security and potential for cheating. Thus, it is a waste of your time to try to cheat, and anyone caught cheating will be prosecuted to the full extent possible within the UM Student Handbook to include potential dismissal from the university, as noted previously in this syllabus.

Discussion board posts:

You are required to post at least two comments about each week's reading, and interact/develop discussion threads, with your course colleagues each week. All postings must be at least two sentences. Any short posts, such as "I agree," that do not advance the discussion will be deleted and not count. Both the frequency of your posting, and the quality of your contributions will be evaluated for the final grade in this category.

Media professional essay

You are to interview a media professional (your choice: print media, PR, broadcast, Internet, film industry, advertising) to discover from this person the skills needed for the job, issues, current controversies and future directions about the job. This is an exploratory exercise for you to learn more about what you think you'd like to do in media work. Make it fun, and satisfy your curiosity. The assignment will be graded for writing quality, grammar, punctuation, and spelling.

Your essay can be no more than 500-words and will provide a summary of the interview information written in third person (no personal pronouns such as I, me, etc.). You may quote the person interviewed.

At the top of your submission, include your name and email, as well as the name, title, email, and business telephone number of the person you interview. Your professor may call the source to verify the interview and fact-check your report.

This is meant to be a journalistic type of initial reporting experience. So no library or Internet sources or footnotes should be included. You are the reporter, interviewing a subject and then writing up as a story what the person told you.

Answer the following questions in your essay:

1. Who is this person
2. What does this person do
3. Where does this person do it (the city located, the type of media business)
4. When did this person begin this job or career
5. Why does this person pursue this career
6. How did this person get into this career field, how should a person like you improve your chances to have this career; how much does this kind of job pay and what are the benefits the person likes the most.
7. What are the negatives of this career for an aspiring journalist like you.

Ground rules: You may interview by phone or in person. You may establish contact by email but you cannot conduct the interview by email. Local and national media professionals are accessible. Most media professionals will be VERY KIND to journalism students, so use that to your advantage!

You may do this assignment at your convenience during the semester, so long as it is turned into the ecourseware course website drop box no later than midnight, March 27, 2011. No late submissions will be accepted. You will see the title of Interview Assignment at the dropbox. You will upload your Word file containing your essay with your questions placed at the end of your essay. Do not forget to put your name on the essay!

You should do the chapter assignments in the following order:

1. Read the chapter;
2. Post comments in the discussion forum for that chapter;
3. Take the exam for that chapter.

If you get behind, and cannot complete the required work by May 1, 2011, there will be no additional time provided and you will fail the course. Likewise, if you do not complete the exam during the week a chapter is assign, you will receive a zero on that exam. The same is true for any discussion boards to which you do not contribute in the week they are open. It is paramount you be self-disciplined in this course.

Discussion board comments must be relative to the topic being discussed. Any postings deemed irrelevant by your professor will be deleted. Students should post comments for each assigned group of readings.

GRADING:

- Chapter exams =60%
- Discussion board participation = 20%
- Media professional essay = 20%.

OTHER ISSUES:

No extra credit is available.
All written assignments will be checked for plagiarism.

**JOUR 1700-M50
Class Schedule for Spring 2011**

Date	Topic/ Assignment	Pages	Additional Info
Jan 13-23	Practice quiz, student bio post, Hanson Chap 1	2-41	
Jan24-30	Hanson Chap 2	42-73	
Jan 31-Feb 6	Hanson Chap 3	74-113	
Feb 7-13	Hanson Chap 4	114-149	
Feb 14-20	Hanson Chap 5	150-181	
Feb 21-27	Hanson Chap 6	182-219	
Feb 28-Mar 6	Hanson Chap 7	220-263	
Mar 7-13	Hanson Chap 8	264-301	
Mar 14-20	Hanson Chap 9	302-339	
Mar 21-27	Hanson Chap 10; Engl Prof. Test & Media essay due by Mar 27	340-377	Engl test & Media essay due Mar 27
Mar 28-Apr 3	Hanson Chap 11	378-413	

Apr 4-10	Hanson Chap 12	414-447	
Apr 11-17	Hanson Chap 13	448-483	
Apr 18-24	Hanson Chap 14	484-521	
Apr 25- May 1	Hanson Chap 15	522-555	

Notes: Hanson Chap 15 constitutes final exam

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 me privately to discuss your specific needs. Please 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.