

**Mass Communication Administration Methods**

Jour 7100-01

Spring 2011

5:30 – 8:30/Monday/MJ106

Lurene Kelley, Ph.D

MJ312

T/TH 9:30 – 11:30

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**COURSE-SPECIFIC REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION:**

Administration of advertising, news, and public relations enterprises; systems analysis exploration of classic management principles in organization, assessment of environment, planning and strategy, budgeting, staffing, decision-making, and other functions in advertising, news, and public relations

**PREREQUISITE:**

Graduate or Law student

**TEXTBOOKS:**

- (Required) Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations* (2nd ed.). Cincinnati: Atomic Dog Publishing [ISBN: 1-59260-062-X].
- (Required) Eliot, R. S. (1989). *Is it worth dying for: How to make stress work for you, not against you*. New York: Bantam Doubleday Dell [Make sure you get this ISBN: 0-55334-426-9 – Avail: [www.amazon.com](http://www.amazon.com) new paperback \$11.17]
- (Required) Jansen, J. (2003). *I don't know what I want, but I know it's not this: A step-by-step guide to finding gratifying work*. New York, NY: Penguin [Make sure you get this ISBN: 0-14-200248-8, paperback, Jan 28, 2003]. Avail: [www.amazon.com](http://www.amazon.com) new paperback \$10.20]
- (Recommended) *Publication manual of the American Psychological Association* (6th ed.). (2010). Washington, DC: American Psychological Association. This is required in one other course in the journalism MA program so it would be best to get it if you don't already have it. Don't rely on various web pages purporting to have the APA style. They have numerous errors. Get the stylebook and do your research paper correctly.

**CLASSROOM FORMAT:**

Lecture and discussion. This is a graduate level seminar. You are expected to come to class prepared for discussion. This means you will have completed your readings before the class so that we can discuss and advance them.

**GRADING:**

Topic paper, proposal, and presentation	30%
Discussant presentation	10%

Quizzes/exams	40%
Attendance and participation	20%

**SPECIAL READINGS/TOPIC PAPER:**

You will have one major written assignment. You will be required to turn in a 1 page proposal early in the semester. Additionally, you will turn in a 3-5 page first draft, so I can give you feedback on formatting and content for your final paper.

1. The final paper must generally focus on literature published since 1990, summarize the contemporary debate, and be no longer than 10 pages, plus references.
  - You are encouraged to find some references in a physical library, not just from online databases. While databases are handy, they primarily focus on newspapers, magazines, and more popular journals. As such they do not have everything. Generally missing from them are lengthy publications of great value to the researcher such as books and collections of essays and discussions. Two examples are the *Handbook of Media Management and Economics*, and the *New Handbook of Organizational Communication*.
  - You may access the online databases at UM. Go to the UM home page.
  - Click on the left menu item, "Libraries." On the libraries page, click on the left menu item, "Resources." Click on the link to "Periodicals & Databases." Click on "All Databases A-Z." Select your database.
  - The following three electronic databases will get you most of what you need: ABI Inform, LexisNexis Academic, Wilson Omnifile Mega Full Text.
2. You will present your general findings in class (maximum 10-minute time limit).
3. You must email copies to your professor and all class members the day indicated on the class schedule. Be sure to save your papers in Word 2003 format, as not everyone has Office 2007.
4. Formatting must conform to the Publication Manual of the American Psychological Association, (6th ed.), also known as the APA manual. You may single space block quotations, which is a departure from APA, approved for use in the Tennessee conference of graduate schools guide theses guide, p. 28.

**CLASS DISCUSSION/PRESENTATION:**

At least once during the semester, you will be a designated discussant for the class. The discussion will focus on the readings indicated for that session. When you are the designated discussant, it will be your job to lead the discussion about that which you found particularly interesting, illuminating, or useful for the time allocate. You must develop a Powerpoint presentation for your presentation. You will be expected to advance the topic... not just review what everyone else has read.

### TENTATIVE TIMETABLE:

<b>Jan 17</b>	MLK holiday	No class
<b>Jan 24</b>	Class overview.	
<b>Jan 31</b>	R&T, Chapter 1	
<b>Feb 7</b>	R&T, Chapter 2; Eliot, pp. 1-66	
<b>Feb 14</b>	R&T, Chapter 3; Eliot, pp. 67-120	
<b>Feb 21</b>	R&T, Chapter 4; Eliot, pp. 121 – 208	
<b>Feb 28</b>	R&T, Chapter 5; Eliot, 209-235	
<b>March 7</b>	Spring Break	
<b>March 14</b>	R&T, Ch. 6, Ch. 7; Jansen, pp. vii – 40	
<b>March 21</b>	R&T, Ch. 8; Jansen, pp. 41-58	Topic paper draft due
<b>March 28</b>	R&T, Ch 9, Ch 10; Jansen, pp. 59-83	
<b>Apr 4</b>	R&T, Ch. 11, Ch. 12; Jansen, pp. 84-98	
<b>Apr 11</b>	R&T, Ch. 13, Ch. 14; Jansen, pp. 99-140	
<b>Apr 18</b>	R&T, Ch. 15; Jansen, pp. 141-197	Topic paper due by Email @ 5:30 p.m. CST
<b>Apr 25</b>	Jansen, pp. 198 – 240	Topic presentation to be made in front of 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)

### **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.

### **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.