

Survey of Mass Communication

Jour 1700-M50

Fall 2012

Online via UM eCourseware (See below for access instructions)

Prof. B. White

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COURSE 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.

PREREQUISITE:

None

TEXTBOOKS:

Mass Communication: Living in a Media World, third edition, Ralph E. Hanson. CQ Press; ISBN 978-1-60426-600-9

CLASSROOM FORMAT:

This online course is administered using the U of M's eCourseware platform. The course page will open on Aug. 25, 2012. Follow the instructions below to access the course:

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 U of M eCourseware link.
6. Find the fall 2012 course list on that page, and click on the link for JOUR 1700 M50. Enter your course and the welcome page.

NOTES:

1. We will **NOT** use the internal eCourseware email system on the course web page. Use your regular email and correspond with the professor at her regular UM address noted at the top of this syllabus.
2. You may also access the eCourseware login page by selecting it from the "quick links" tab on the U of M homepage.

GRADING:

| | |
|--------------------------------|-----|
| Chapter exams | 60% |
| Discussion board participation | 20% |

Media professional essay 20%

LETTER GRADES:

| | |
|------------|---|
| 91 – 100 | A |
| 81 – 90.99 | B |
| 71 – 80.99 | C |
| 61 – 70.99 | D |
| 0 – 60.99 | F |

COURSE OBJECTIVE:

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.
- the role that media play in audience consumption behavior and media use. For example, students the role of secondary media sources (Nielsen, MediaMark), which media (television, Internet, newspaper, etc.) a target audience uses and how much of a product/service a target audience consumes.
- the ongoing government regulation of the U.S. media as well as the constitutional principles that guide it.
- how new technology, including the increase of social media, affects consumers.

The course also demonstrates how students should critically analyze and determine how their use of mass media, including advertising and public relations techniques, affects their lives.

This course 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.

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 four elements:

1. **Completing assigned readings** from the text book each week as indicated in the course timetable
2. **Completing the quiz for each assigned reading** each week by Sunday night
3. **Posting comments on the discussion board “topic” for each reading** each week by Sunday night

4. **Completing the “Media professional essay”** assignment explained later in this syllabus by **Nov. 4, 2012.**

Chapter Tests:

Tests are timed to ensure you cannot look up individual answers, but will have to rely on your understanding of the readings. Typically, you will have from 30 seconds to 1 minute to answer each question. So, you should read thoroughly and study each assignment before taking the chapter test.

You will be allowed only one attempt at each test. If you run out of time on a test, it will be recorded as a zero. Generally, there are 20 questions for each chapter.

Watch the clock when you take each test, and make sure you save each answer when you select it. That way, if you run out of time, the questions you have completed will still count. If you do not hit the save button, no grade will be recorded. Remember, there is one attempt allowed for each test, and no make-ups. All tests have questions extracted from a large database for each unique user, and all answer options shuffled for each person who takes a test, to insure exam security and potential for cheating. 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:

All students should post at least two comments about each week’s reading. You should 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” and “LOL,” 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

Each student should interview a media professional. You may choose from an individual who works in print media, PR, broadcast, Internet/web, film industry or advertising. Your goal is to discover the following:

- the skills needed for the job;
- issues the individual encounters related to his/her profession;
- current controversies and future directions about the job.

This is an exploratory exercise that should help you learn more about what you think you’d like to do in the media field. Have fun with the interview. 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. Think of yourself as a reporter who is interviewing a subject and writing a story based on what you have been told in your interview.

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?
Were there any obstacles/challenges the person faced when beginning this career path? What were the obstacles, and does this person have any advice for you to help avoid them?
7. Would this person suggest this career for an aspiring young professional?
Why?
8. What are the negative aspects of this career for an aspiring journalist like you?
9. How much does this kind of job pay? How should a person like you improve your chances to succeed in this career?
10. What are the positive aspects of this career that the person likes the most?

Ground Rules for the Media Professional Essay:

You may interview by phone or in person. You may establish contact by email but you cannot conduct the interview by email. You must talk to the person you interview. 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 complete 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, Nov. 4, 2012. 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 complete the chapter assignments in the following order:

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

If you get behind, and cannot complete the required work by Dec. 10, 2012, there will be no additional time provided and you will fail the course. Likewise, if you do not complete the test during the week a chapter is assigned, you will receive a zero on that test. 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.

TENTATIVE TIMETABLE:

| Date - 2012 | Topic/ Assignment | Pages | Additional Information |
|-------------------|--|-----------|-------------------------------------|
| Aug. 25 – Sept. 2 | Practice quiz, post student bios, Hanson Chapter 1 | 2 – 41 | |
| Sept. 3 - 9 | Hanson Chapter 2 | 42 – 73 | |
| Sept. 10 - 16 | Hanson Chapter 3 | 74 - 113 | |
| Sept. 17 – 23 | Hanson Chapter 4 | 114 - 149 | |
| Sept. 24 – 30 | Hanson Chapter 5 | 150 – 181 | |
| Oct. 1 – 7 | Hanson Chapter 6 | 182 – 219 | |
| Oct. 8 - 14 | Hanson Chapter 7 | 220 – 263 | |
| Oct. 15 – 21 | Hanson Chapter 8 | 264 – 301 | |
| Oct. 22 – 28 | Hanson Chapter 9 | 302 – 339 | |
| Oct. 29 – Nov. 4 | Hanson Chapter 10 | 340 – 377 | Deadline: Media Essay due by Nov. 4 |
| Nov. 5 – 11 | Hanson Chapter 11 | 378 – 413 | |
| Nov. 12 – 18 | Hanson Chapter 11 | 414 – 447 | |
| Nov. 19 – 25 | Hanson Chapter 13 | 448 – 483 | |
| Nov. 26 – Dec. 2 | Hanson Chapter 14 | 484 – 521 | |
| Dec. 3 – 10 | Hanson Chapter 15 | 522 – 555 | |

Note: Hanson Chapter 15 constitutes the final exam.

ASSESSMENT

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.

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

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.

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.

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 course. 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.