

**Journalism 7300-301 and M50
Mass Communication Literature**

Dr. Sandra H. Utt
326 Meeman Journalism Bldg.
(901) 678-4795/office
(901) 628-2553/cell
(901) 678-4287/fax
sutt@memphis.edu/email

Purpose:

The purpose of this course is to acquaint students with the sociology of mass communications in the 20th and 21st centuries. We will be reading from books, trade publications and scholarly journals.

Requirements:

1) Readings:

Students will discuss the readings. Additionally each student will be expected to write a 1,000-word review of each reading.

Readings include:

- Joseph Hayden, *A Dubya in the Headlights* (Lanham: Lexington Books, 2009). ISBN 978-0-7391-3516-7
- Daniel Boorstin, *The Image: A Guide to Pseudo-Events in America* (New York: First Vintage Books, 1987). ISBN 0-679-74180-1
- Clay Shirky, *Cognitive Surplus*, New York: Penguin Press: 2010), ISBN 978-1-59420-253-7
- Henry Jenkins, *Convergence Culture: Where Old and New Media Collide* (New York: New York University Press, 2006). ISBN 0-8147-4281-5

2) Scholarly Journal listings:

Students will be assigned to evaluate various mass communication/journalism scholarly journals. [See listing.] Evaluations will be exchanged with all students and the instructor via email. [Let me know if you have a preference in terms of area of study—PR, for example.]

3) Trade publications:

Students will be assigned to evaluate various trade publications. Evaluations will be exchanged with all students and the instructor via email. [Let me know if you have a preference in terms of area of study—news, for example.]

Grading

Papers	200 points each	800 points
Journals/Trade publications	50 points each	200 points
Class participation		200 points
TOTAL		1600 points
A	90% of total points	
B	80% of total points	
C	70% of total points	

Pluses and minuses will be given.

General Requirements

Professionalism:

Students in this department are preparing for careers in which adherence to professional standards is a prerequisite to success; therefore, students will be expected to conform to practices that will in large part govern their professional success. Those standards include, but are not limited to:

- Keeping with job requirements;
- Punctuality in attendance and completion of assignments;
- Acting responsibly in keeping with all obligations.

Writing:

Students' literacy is assumed. Mistakes in spelling, structure, language and punctuation will produce grade reductions.

Assignments:

All assignments are due on the day assigned.

Papers:

Student's name, course name and assignment must be typed on the first sheet. Papers must be sent as an email attachment using Microsoft Word.

Class Attendance:

The Department of Journalism has a mandatory attendance policy. Your grade will be adversely affected by absences. This is a professional program for journalists who are expected to understand, and comply with, deadlines. Think of your class as your "job," and treat it as such. If you have problems attending class, you are encouraged to make arrangements with your employer or other conflicts that will enable you to fully participate, or drop the class and enroll in it with your schedule allows you to attend.

Email Policy:

All students are required to have their UM email activated, and if using another provider such as AOL, must visit the <http://iam.memphis.edu> website to implement forwarding of UM email to your account. You are required to check your email daily, and you will be held responsible for complying with any sent to you by your professor or the university.

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)

