

**Survey of Mass Communication**

JOUR 1700-501

Spring 2015

11:30-a.m. – 12:25 p.m. MWF

Varnell-Jones 321

Instructor: Tori M. Cliff, M.A.

Email: [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)

Office: Varnell Jones Room 206

Office Phone: 731-425-1908

Cell: 731-803-2345

Office hours: By appointment

**COURSE REQUIREMENTS****CATALOG 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

**COURSE WEBSITE ADDRESS:**

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

NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

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.

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. **When you miss a class you cannot make up the work regardless of the reason.** Please do not email the instructor to ask what work was covered during your absence. Instead, check with a classmate.

Coming to class well prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events.

The basic requirements for this course include four elements:

1. Complete assigned readings from the textbook each week;
2. Complete any quizzes, blogs or assignments on deadline;
3. Pass class exams;
4. Be respectful of classmates and professor at all times;
5. Participate in meaningful class discussion

**GRADING:**

Exams: 70%

Quizzes/Assignments/Blogs/Participation: 30%

**OTHER ISSUES:**

- No extra credit is available.
- Any written assignments will be checked for plagiarism.
- Blogs are due online by 9 a.m. each Friday. In order to get credit for blog entries, students must submit well-written blogs that answer the questions in the professor's blog description online on or before deadline **AND** be in class to participate during blog discussion.
- Unannounced quizzes will be given periodically at the beginning and end of class. Students that arrive late or leave early and miss a quiz will not be allowed to make it up for any reason other than a school-sponsored event that the student is required to attend. Written documentation will be required from the school official requiring attendance at event.

**ATTENDANCE & CLASS CONDUCT FOR JOUR1700.501:**

- Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course.
- Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy.

**TENTATIVE COURSE SCHEDULE BY WEEK:**

January 21	Introduction/Review of Syllabus
January 23	Read Ch. 1
January 26	NO CLASS: MLK Holiday
January 28	Lecture: Chapter 1 / Read Ch. 2
January 30	Blog 1 Due: Blog Discussions
February 2	Finish Lecture: Chapter 1
February 4	Lecture: Chapter 2 / Read Chapter 3
February 6	Blog 2 Due: Blog Discussions
February 9	Lecture: Chapter 3
February 11	<b>TEST 1</b> (chapters 1-3) / Read Chapter 4
February 13	Blog 3 Due: Blog Discussions
February 16	Lecture: Chapter 4
February 18	Finish Lecture: Ch. 4 / Read Ch. 5
February 20	Blog 4 Due: Blog Discussions
February 23	Lecture: Chapter 5
February 25	Finish Lecture: Chapter 5 / Read Ch. 6
February 27	Blog 5 Due: Blog Discussions
March 2	Lecture: Chapter 6
March 4	<b>TEST 2</b> (chapters 4-6) / Read Ch. 7
March 6	Blog 6 Due: Blog Discussions
March 3	Lecture: Chapter 7 / Read Ch. 8
March 5	Ch. 7 Assignment
March 7	Blog 7 Due: Blog Discussions
March 9	Spring Break

March 11 March 13	Spring Break Spring Break
March 16 March 18 March 20	Lecture: Chapter 8 / Read Ch.9 Finish Lecture: Chapter 8 Blog 8 Due: Blog Discussions
March 23 March 25 March 27	Lecture: Chapter 9 / Read Ch. 10 “The Daily Show” & “Colbert Report” Blog 9 Due: Blog Discussions
March 30 April 1 April 3	Lecture: Chapter 10/ Assignment p. 364 <b>TEST 3</b> (chapters 7-10) / Read Chapter 11 Blog 10 Due: Blog Discussions (Last Blog)
April 6 April 8 April 10	Lecture: Chapter 11 Finish Lecture: Chapter 11 / Read Ch.12 Class Exercise p. 400-401
April 13 April 15 April 17	Lecture: Chapter 12/ Read Ch. 13 Finish Lecture 12 Class Exercise p. 430-431
April 20 April 22 April 24	Lecture Chapter 13 Movie: <i>From SPJ's Journalism Movies from A-Z</i> , “Outfoxed: Rupert Murdoch’s War on Journalism”
April 27 April 29 April 30	Finish Movie Review Study Day
Monday, May 4 10:30a.m.-12:30 p.m.	FINAL EXAM

## DEPARTMENT POLICIES

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

### **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 <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific 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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

### **ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **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 me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

### **DIVERSITY:**

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

### **AP STYLE AND GRAMMAR:**

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

## **FIVE PILLARS OF JOUR1700**

- *Professionalism*: Lecture/discussions on ethics and media law help students learn to conduct themselves professionally. Guest speakers often include professionalism in their talks.
- *Writing*: Although not a writing course, this class through professor's lectures and guest speakers teaches students the importance of good writing skills in all segments of journalism.
- *Multimedia*: Guest speakers nearly always include discussion of multimedia in all segments of journalism and lectures emphasize the importance of multimedia skills.
- *Critical Thinking*: Critical thinking skills are developed through ethics discussion and in-class exercises; through question-and-answer sessions with guest speakers from the profession; and media effects class where questions, such as "Does the media reflect reality or create it?" and "Does media influence the values of individuals and society?" are discussed.
- *Media Literacy*: The course by its very nature emphasizes media literacy with its lectures, discussions and guest speakers on newspapers, books, magazines, radio, TV, Internet journalism, movies, advertising and public relations.

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR1700:**

- 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 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.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR1700:**

*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

*Understanding:*

- When ethical decision making is discussed throughout the semester as it applies to each media profession, students will be required to present justification for their opinions during discussion and class exercises to show they are not just repeating the instructor's lecture points, but showing understanding of the process.
- 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.



### **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.