

Survey of Media

JRSM 1700-001, 350

Fall 2017

12:40-2:05 p.m. M/W, Room 100

Instructor: Candace Justice

Office: 210 D Meeman Journalism Building Office Hours: Monday, 4-6 p.m.; Tuesday, 3-4 p.m.; or by appointment

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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

TEXTBOOK:

Mass Communication: Living in a Media World, 6th edition, Ralph E. Hanson.

ISBN 978-1- 4833-4475-1

You may use the paperback book (new or used) or the loose leaf bundle of the 6th edition, which is the same material and page numbers, but \$10-\$15 cheaper than the bound paperback. If you buy the loose-leaf bundle, you merely put it in any loose leaf notebook you have. Material is exactly the same and both come with the same extras. Tiger Bookstore, which is about a block from campus, is considerably cheaper for both the bound book and loose-leaf book than the on-campus bookstore, though some scholarships require you to buy it on campus.

Loose leaf:

Bundle ISBN: 9781506365824

CUSTOM BUNDLE: Hanson: Mass Communication 6e + Hanson: Mass Comm IEB + Communication Career Guide.

or

Bound Paperback:

Bundle ISBN: 9781506365886

CUSTOM BUNDLE: Hanson: Mass Communication 6e + Hanson: Mass Comm IEB + Communication Career Guide.

or

If you would like to save money by buying the 4th or 5th editions of this book instead of the 6th, I can give you a list of the readings (same material as 6th edition, but different page numbers). The 6th edition is probably all that will be available in the campus bookstore, but the 4th and 5th editions can be found online or at used textbook stores near campus.

CLASSROOM FORMAT:

Lecture and discussion will be used in the teaching of the class, and students will be tested on lectures by the professor and guest speakers, as well as on textbook readings. The majority of test material is taken from lectures and guest speakers, so class attendance is essential for a good grade.

GRADING:

The Plus Minus Grading System, which is optional for all professors, is NOT used in this class, because it is unfair to people making an A plus or C minus.

A: 900-1,000 points B: 800-899 points C: 700-799 points D: 600-699 points F: 599 and below

There will be three major tests, each counting 200 points. You will be tested on only the material covered since the last test. There will be quizzes on some of the textbook readings you will be assigned. These each count 25 points. There will also be a 25-point ethics exercise and four 50- point media assignments (specifics to be announced). Honors students will do one additional assignment (details to be announced)

Major tests can be made up with a documentable serious illness or family crisis, at the discretion of the professor. However, **NO** 25-point chapter quizzes will be made up, even with a valid excuse.

However, you will have several 25-point extra credit opportunities during the semester that you can use to make up a missed chapter quiz or for extra credit. If you come into class after the quiz has been given and turned in, you may **NOT** take it.

No laptops or other electronic devices are to be used in class. This includes texting and anything else that can possibly be done with an electronic device. If you so much as glance at your cell phone or another electronic device during class, there will be a grade penalty.

Attendance Policy

In keeping with departmental policy, attendance is mandatory. However, in the case of a documentable family emergency or death or in the event of illness, make ups of major tests and projects will be allowed at the discretion of the professor. If you are seeking an excusable absence for an illness, you must bring a doctor's note that says you were too ill to attend class. It is NOT an excusable absence if you simply bring a slip saying you had a doctor's appointment. In other words, non-urgent doctor or dental appointments alone will not excuse an absence, considering that those can be scheduled when you don't have class. A doctor's note has to specifically address whether you were allowed medically to attend class by your doctor or a nurse practitioner. If an adviser or other professor tries to schedule an appointment with you during this class time, tell them you must schedule at another time. Meeting with an adviser or another professor will not be an excused absence.

Please note: Chapter quizzes (25 points) and in-class graded assignments cannot be made up under any circumstance, even if the absence is excused. However, there will be several extra credit opportunities throughout the semester that you can use to make up the missed chapter quizzes.

The third day of class, Wednesday, Sept. 6, you should sit where you will sit the rest of the semester. A seating chart will be drawn up and roll taken every class. It is your responsibility to sit in the correct seat or you will be marked absent. My graduate assistant will also mark the roll, deducting points when you use phones and other electronic devices, which are not allowed.

Final Exam Date Change

Please note that the final exam will NOT be given during exam week, but rather will be given the last day of regular classes, Wednesday, December 6, at 12:40 p.m. (regular class time).

Honor Students:

If you are registered in the Honors section (350), you will be required to interview someone who works full-time in a media job and write an informal paper about the person. Do not attempt this, however, until I send detailed instructions by email **only** to the honor students later in the semester. It is not due until November (exact date to be announced).

TENTATIVE TIMETABLE:

Because there will be many guest speakers from various busy communications professions coming to class, the entire semester cannot be outlined at once. Therefore, you will get a timetable in portions. Below is the first.

Monday, Aug. 28 — Go over syllabus. Call roll. Explain important class rules.

Wednesday, Aug. 30 — Effects of mass media on society. Lecture and class discussion. No textbook reading.

Monday, Sept. 4 — Labor Day Holiday. No class.

Wednesday, Sept. 6 — Newspaper panel: Thomas Sellers, editor-in-chief of the Millington Star; Ryan Poe, City Hall reporter for the Commercial Appeal; Josh Cannon, music writer for The Memphis Flyer

Monday, Sept. 11 — Newspaper lecture. At the beginning of class, there will be a 25-point quiz on Chapter 6 (6th edition) pages: 128-132. If you have the 4th or 5th editions, page numbers are listed below.

Wednesday, Sept. 13 — Lecture on the book publishing business. No textbook reading.

Monday, Sept. 18 — Guest speaker on the topics of magazines and journalistic photography: Casey Hilder, editor-in-chief of Click! magazine and a professional photo-journalist.

Wednesday, Sept. 20 — At the beginning of class, a 25-point quiz on Chapter 5 (6th Edition) pages 104-110. Followed by a lecture on magazines. 4th edition readings below.

Monday, Sept. 25 — How to do the 50-point newspaper and magazine projects and instructions on an emergency plan for the classroom.

Wednesday, Sept. 27 — First major test (200 points). Covering all lectures, guest speakers and readings since beginning of the semester.

Monday, Oct. 2 — First major test will be returned. You must be present if you want to see your test. This is the only day it will be returned.

Readings for those using 5th edition of textbook:

Chapter 6, Newspapers — pages 136-139

Chapter 5, Magazines — pages 112-118

Readings for those using 4th edition of textbook:

Chapter 6, Newspapers — Pages 126-129

Chapter 5, Magazines — Pages 104-105 and 108-109

FIVE PILLARS OF JRSM1700

- *Professionalism*: Students discuss ethics and media law help students learn to conduct themselves professionally. Guest speakers often include professionalism in their talks.
- *Writing*: Students learn the importance of good writing skills in all segments of journalism and strategic media.
- *Multimedia*: Students discuss the importance of multimedia skills and how those skills are developed in the 21st century.
- *Critical Thinking*: Students analyze the criticism levied at the media, such as “fake news” and “alternative facts” and discuss what criticism may have some legitimacy and may need improvement. 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*: Students develop media literacy through lectures, discussions and guest speakers about newspapers, books, magazines, radio, TV, the internet, movies, advertising and public relations.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM1700:

- 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.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

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:

Awareness:

- Grow awareness of the First Amendment and basics of media law
- Recognize major divisions of mass media, including newspaper, magazine, TV, radio, the internet, books, movies, public relations and advertising.
- Aware of need for diversity in 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.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class 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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

DIVERSITY:

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

WEATHER POLICY:

Always 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.